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THE NATIONAL NEWSPAPER OF MARKETING

Erstwhile Ad Critic, Gov. Brown Now Is Advertiser

'Sometimes You Want to Give Your Side of Story,' He Says of State Ad Plan

SACRAMENTO, Jan. 12—In January, 1960, Gov. Edmund G. Brown of California made a speech to the Sacramento Ministerial Assn. in which he mentioned that "the U.S. spends more on advertising, liquor and tobacco than it does on education."

In the speech it was an item no larger than the proverbial hand-size cloud, but by the end of the year, with the political conventions and politicians all taking pot shots at "Madison Ave.," it had developed into a drenching downpour.

Gov. E. G. Brown

Consequently, ADVERTISING AGE named Gov. Brown as one of the 10 men who had made advertising news in 1960, symbolizing, as he did, the deluge.

▪ However, Gov. Brown's story does not end there. Soon after his speech he was visited by 11 admen representing organized advertising in the West, and their efforts have borne fruit in a more tolerant attitude toward advertising by Gov. Brown who, as reflected in a letter to ADVERTISING AGE and reproduced below, has even come around to using advertising himself. The letter reads:

"Thank you for including me with the very distinguished group of advertising men who made advertising news in 1960.

"As a result of my little speech, we have worked out a new field of cooperation with advertising and government. I think it will be good for both of us.

"In addition to that, I intend to use advertising in the daily press as part and parcel of my report to the people of the state of California. The newspapers do a magnificent job, but sometimes you want to give your side of the story in your own way." #

American Machine & Foundry Shifts 2 Accounts to EWRR

NEW YORK, Jan. 12—American Machine & Foundry Co. has switched advertising for its international group from Knox, Kornfeld & Smith to Erwin Wasey, Ruthrauff & Ryan. The switch also involves its tobacco division, billing about $100,000 (including capitalized fees). The international group bills about $350,000.

▪ The switch came as "a bolt out of the blue" to Knox, Kornfeld, now merged with Robert Conahay Inc. (AA, June 20, '60). Reason for the shift was American Machine's desire to have an agency with international offices to handle its business overseas.

The company invited Cunningham & Walsh and McCann-Erickson, in addition to EWRR, to make presentations; the decision to switch was made about a month ago. #

Announcing Micrin Mouth Care by J
The Morning
MICRIN, REMARKABLE NEW ANTISEPTIC, FOR MOUTHWASH AND GARGLE
Johnson & Johnson Announces a Major Development for Antiseptic Care of Mouth and Throat
MICRIN
MICRIN MOUTH CARE by Johnson & Johnson

NEW J&J ENTRY—*Johnson & Johnson challenges long-established Listerine with full-page newspaper ads introducing Micrin.*

J&J Schedules $5,000,000 Push to Launch Micrin

Listerine Girds for Battle to Defend Its Mouthwash Leadership

NEW BRUNSWICK, N.J., Jan. 11—Listerine, 80-year-old Warner-Lambert product, will get some formidable competition this year when Johnson & Johnson goes national with Micrin, its new oral antiseptic.

Micrin, which has been in test markets, will be backed with a $5,000,000 advertising budget. The campaign, beginning at the end of this month, is called the largest introductory promotion in Johnson & Johnson history.

Young & Rubicam, which is handling the drive, said more mon-

(Continued on Page 104)

Magazines Hiked Dollar Volume 7% in '60: PIB

Total Was $959,335,614 for Year; Increase in Pages Slighter—1.8%

NEW YORK, Jan. 12—It was a banner year for magazines in 1960, according to a year-end tabulation of dollar volume and ad pages released today by Publishers Information Bureau-Leading National Advertisers.

Last year, magazines—including newspaper supplements—rang up a $959,335,614 dollar volume, a gain of $64,038,730 (7.1%) over 1959's figure of $895,296,884. Linage increased from 82,248.80 pages in 1959 to 83,756.70 pages in '60, an increase of 1,507.90 pages.

Tabulated separately, general magazines scored a 9.5% increase in dollar volume and a 2.4% increase in ad pages. General magazines combined with farm magazines rang up an 8.9% gain in volume and a 1.7% gain in pages. Newspaper sections listed separately were off 5.2% in dollar volume for the year, but scored a 3.3% gain in pages.

Over-all, the picture was bright for most classifications listed in the PIB-LNA year-end roundup.

▪ Weeklies and bi-weeklies registered a 9.3% gain in dollar volume, from $415,143,303 in '59 to $453,912,271 last year. Pages were up 2.8% from 26,532 to 27,272 pages.

Similarly, monthly magazines increased dollar volume 9.8% for the year, $89,542,681 in '60 against $81,560,304 the preceding year. Pages, at 10,124 pages for the year, climbed 5% over 9,640 pages car-

(Continued on Page 98)

Bayles Disclaims SSC&B Role in Rise Ad Filming

NEW YORK, Jan. 12—S. Heagan Bayles, Sullivan, Stauffer, Colwell & Bayles chairman, who has been singled out as a defendant in FTC's complaint against the tv shaving comparison of Rise, made his first appearance on the stand today. Through Mr. Bayles' testimony, William L. Hanaway, lawyer for Carter Products, sought to draw a picture of the complicated nature of the agency business.

The agency executive pointed out that SSC&B had handled Rise from the new unnamed product stage, having helped with labels, through test marketing to the present. The agency executive said about 150 people worked on the Rise account. When the lawyer asked if Mr. Bayles personally had the sole obligation to perform all the multi-faceted duties required to handle such an account, Mr. Bayles termed such an idea a silly, impossible one.

▪ Later there was some hemming and hawing as to how Mr. Bayles'

(Continued on Page 95)

GE Rescinds Shift to Y&R; Ayer Stays Put

NEW YORK, Jan. 11—Time was to have run out on N. W. Ayer & Son's 31-year-old relationship with General Electric Co.'s housewares and commercial equipment division on Jan. 1, but GE has set the clock back.

Instead of making the intended switch of the clock and timer division out of Ayer into Young & Rubicam (AA, Oct. 10) the company has kept Ayer in charge of the business, currently billing "under $1,000,000."

Reason for rescinding the decision reportedly is that the rapid development of new products in the clock and timer division may raise conflicts in the future for Y&R. But the conflicts were noted by GE, not Y&R, and the change of mind became official only during the past week.

▪ Y&R also lost out on another shift. In addition to the initial switch of the vacuum cleaner department out of Y&R to Maxon Inc.—a new agency for the division—Y&R also loses the automatic blanket and fan department to Maxon.

Maxon was also named the division's agency for all tv properties last October and now reportedly runs close to Y&R in total billings for the clock and timer business. The agency handles, among others, the "College Bowl" show for all GE departments.

Y&R is the agency for GE's major appliances and tv receivers. #

'Nothin' Says Lovin' ' . . .

Cake Mix Trio Wage $29,000,000 Ad War

Steady Total Market Is Fought Over by Pillsbury, General Mills and P&G

By Emmett Curme

CHICAGO, Jan. 10—A titanic struggle for leadership in the cake mix field, which probably hit a record pitch during 1960, is expected to continue unabated throughout 1961.

The three giants in the field—General Mills, Pillsbury and a comparative newcomer, Procter & Gamble—currently are completing their aggregate $29,000,000 advertising and marketing battle plans for 1961.

As a direct result of impressive P&G inroads into the cake mix market last year with its line of Duncan Hines mixes, General Mills and Pillsbury both changed media strategy to compete with an avalanche of an estimated $12,000,000 poured by P&G into cake mix advertising. Duncan Hines mixes took over nationwide sales leadership for the first time last May and held it for several months, but reportedly have now slipped back to second position behind General Mills, marketer of Betty Crocker mixes.

The only shadow in the over-all situation is that the $170,000,000 annual retail market for cake mixes showed little or no expansion during 1960. Rather than increasing sales through addition of new cake mix consumers, the giant companies have been involved in playing musical chairs with each other's customers and share of market.

▪ Following are some of the developments in the cake mix field during 1960:

• **General Mills**—Traditionally a leader in cake mixes, along with Pillsbury, General Mills plunged heavily into newspaper supplements, devoting some 40% of its entire cake mix budget to supplements (some newspaper advertising is included), as compared with

(Continued on Page 103)

Last Minute News Flashes

Volvo Car Account Moves to Sind & Sullivan

NEW YORK, Jan. 13—Volvo Import Inc. has switched from Chirurg & Cairns to Sind & Sullivan, an agency organized last year to place ads for clients of Edward Gottlieb & Associates, New York pr company. Both principals of the agency are with Gottlieb. Volvo expects to spend about $1,000,000, half of it by its dealers and distributors in co-op this year. The national push breaks in March. Robert Sind was an account man on Volvo at Chirurg & Cairns before joining Gottlieb.

Carling Appoints Weiss for Ale Account

CLEVELAND, Jan. 13—Carling Brewing Co. has appointed Edward H. Weiss & Co., Chicago, as the new agency for Red Cap ale, which billed about $500,000 last year. Weiss has been handling Stag beer and Black Label beer regional advertising for Carling. Red Cap has been without an agency since last November when Benton & Bowles and Carling terminated their relationship (AA, Nov. 14).

Parker Pen Names Towell Agency, Holznecht

JANESVILLE, WIS., Jan. 13—Parker Pen Co. today named a new advertising director and appointed an agency for its trade advertising. Richard W. Holznecht, former pr director for Parker and most recently with the company's international management group, has been named advertising director to succeed Joseph W. Biety, who will be assistant retail sales manager in the domestic sales department. At the same time, Parker, which expects to pick a new consumer agency to succeed Tatham-Laird within the next few weeks, named Arthur W. Towell Inc., Madison, to handle Parker's trade advertising.

(Additional News Flashes on Page 95)

Bond Is Named Exec VP of Y&R; 6 Are Promoted

Youth Movement Detailed; Agency Denies Moving to JWT-Type Group System

NEW YORK, Jan. 12—Young & Rubicam's "youth movement" (AA, Jan. 9) became official today with the announcement of the appointment of seven men to top posts.

They are Edward L. Bond, formerly senior vp and director of contact, to be exec vp and general manager; and Earle Angstadt, George Dippy, Wilson H. Kierstead, Alexander Kroll, Randolph McKelvey, and William D. Thompson, all to be senior vps. Messrs. Angstadt, Dippy, Kroll and Thompson had been vps and and account supervisors. Mr. Kierstead was vp and merchandising director. Mr. McKelvey had been vp in charge of the Detroit office. He continues as Detroit boss.

Edward L. Bond

An agency executive denied that Y&R, long noted for its strong staff setup, was now reorganizing into a line or group operation. "If you said we're moving to a group system setup like J. Walter Thompson's, you'd be wrong," he said.

W. H. Kierstead

Alexander Kroll

■ However, Y&R's 350 product groups, it was learned, are being organized into six divisions, each to be headed by one of the new senior vps, who will act something like "super account supervisors."

Earle Angstadt

George Dippy

Under this new arrangement, the agency said, the copy and art department bosses, for example, will continue to be responsible for the quality of work, while account supervisors and the new divisional heads will be responsible for account service.

Randolph McKelvey

W. D. Thompson

Each of the six new divisions will have its own group to perform nearly all services normally handled by an ad agency (exceptions: research, accounting, personnel). But assignments, say of copywriters, will not be made in or out of the group by the division chief, but by the copy head.

■ The line of responsibility from the six divisional chiefs will go to Mr. Bond, then to George Gribbin, president. Sigurd S. Larmon, board chairman and chief executive officer, will continue to direct agency policy as well as the European activities of Y&R. The latter responsibility was assumed by Mr. Larmon following the death of Harry Enders last January. Mr. Enders had also been exec vp in charge of finance. #

Edison Electric Institute Sets $2,500,000 Push

'Flameless' Theme—'Powerfully Effective'—to Continue: Zeuthen

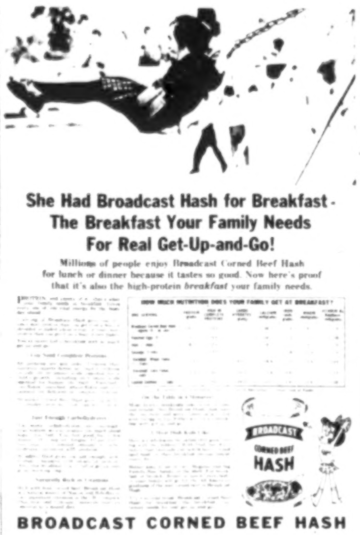
CHICAGO, Jan. 12—With a 1961 advertising media budget of approximately $2,500,000, the Live Better Electrically Program of the Edison Electric Institute, New York, is opening its sixth year.

Reporting on the "outstanding success" of the 1960 program and plans for 1961 at the fifth annual Live Better Electrically women's conference, beginning here today, Ralph Zeuthen, manager of the LBE program, said the 1961 ad budget would largely be concentrated in four magazines and four trade publications.

He said the consumer and trade effort will be supplemented with a $200,000 drive in farm publications beginning in April.

This year's media plan breaks down as follows: *Life*, 17 insertions, $834,000; *The Saturday Evening Post*, 13 insertions, $655,000; *Better Homes & Gardens*, 12 insertions, $436,000; *Reader's Digest*, six insertions, $208,000; trade (*American Builder, Architectural*

(Continued on Page 96)


She Had Broadcast Hash for Breakfast - The Breakfast Your Family Needs For Real Get-Up-and-Go!

Millions of people enjoy Broadcast Corned Beef Hash for lunch or dinner because it tastes so good. Now here's proof that it's also the high-protein *breakfast* your family needs.

BROADCAST
CORNED BEEF
HASH

BROADCAST CORNED BEEF HASH

BREAKFAST FARE—*Broadcast corned beef hash will be promoted during February and March in Reader's Digest (midwestern and eastern editions), eight independent Sunday supplements and 17 dailies. Arthur Meyerhoff Associates, Chicago, is the agency.*

Anheuser on Top . . .

Top 25 Brewers' 1960 Sales Hit 66,139,735 Bbls.

CHICAGO, Jan. 12—Anheuser-Busch Inc. established a new industry sales record last year when it sold 8,480,000 bbls. of beer, according to estimated figures compiled by *Brewing World* and the National Beer Wholesalers Assn.

Sales figures for the top 25 brewers in the U.S. disclosed that the giants sold 66,139,735 bbls. during 1960, an impressive gain of 1,812,145 bbls. over the 1959 total of 64,327,590 bbls.

It was the second time that Anheuser-Busch, the nation's largest brewer, surpassed the 8,000,000 bbls. mark. The new sales high shattered the brewer's old mark of 8,046,000 bbls., set in 1959. Busch also showed the largest gain of any brewer over 1959—434,000 bbls.

(Continued on Page 96)

'Madison Ave.—Symbol of Global Yokel' . . .

Scholars Can Improve Marketing, Frey Says; No, Artists Can: Carpenter

TV Isn't Visual but Tactile Medium, McLuhan Tells Toronto AMA Seminar

TORONTO, Jan. 10—The eighth annual seminar of the Toronto chapter of the American Marketing Assn. got off with a bang last week when Prof. A. W. Frey, formerly at Dartmouth College and now a marketing consultant, urged advertising and marketing men to turn to scholars for help in selling products, and Prof. Edmund S. Carpenter, University of California anthropologist, urged them to forget about scholars and turn to animators.

■ Mr. Frey, president-elect of the AMA, said marketers must draw more and more from anthropology, psychology, sociology and mathematics—and get closer to specialists in those fields—if they want to raise the standards of marketing and get into the "decision-making" area.

"We must get closer to the scholars, to the people who think our entire interest is profit," he said. "We need to discipline ourselves in order to raise our standards—standards which at present are rather low."

Mr. Frey advocated establishment of an institute of marketing which would provide a central clearing house for marketing ideas.

"The institute," he said, "would concentrate on fundamental research—research which rests behind applied research. It might attack the problem of how buyers respond to things and why they respond the way they do."

■ He also suggested that the proposed institute study "what makes a salesman a good persuader" and the possibility of developing two

(Continued on Page 40)

Adclub, FCC Men Hear Station Man Praised—After FCC Had Shortened His Licenses

WASHINGTON, Jan. 10—Almost anything can happen in Washington. And some of the most bizarre events take place at the Washington Advertising Club.

At the adclub today the honored guest was Richard Eaton, former Mutual network commentator, who now owns a chain of radio-tv stations, including WOOK, Washington, and WFAN (FM) and WINX, Rockville, Md. A respectable turnout of congressional figures and other dignitaries was on hand to give the event the emphasis that it required.

The speaker of the day was Sen. Henry M. (Scoop) Jackson (D., Wash.), chairman of the Democratic National Committee; he was pinch hitting for Sen. Estes Kefauver (D., Tenn.), who was originally scheduled.

■ Sen. Jackson complimented the honored guest on the way "he has managed his stations in the public interest.

"In these times, when we are concerned about standards of personal excellence," he commented, "it is refreshing to recall that Richard Eaton, who spent so many years in Europe, has adhered to the Old World tradition of pride of workmanship.

"When you look at the operation of his business, and what he has done as a professional in the field of broadcasting, you cannot help but admire the way he serves the community and the nation."

■ Also at the head table were Federal Communications Commissioners Robert E. Lee and Robert Bartley. Last month they were among the FCC members who voted by a 4-3 majority to renew licenses of several Richard Eaton stations for 15 months, instead of the customary three years. It was the first instance in which FCC had utilized its recently adopted rule providing for less-than-three-year renewals in instances where the commission is not fully satisfied about station operations.

At the luncheon today, the adclub presented Mr. Eaton with a citation "for notable achievement in providing broadcast services in the public interest, convenience and necessity."

But a Dec. 14 FCC order, putting five Eaton stations—including WFAN-FM and WINX (but not WOOK) on short-term licenses—said a field investigation raised serious questions concerning the liaison maintained by him with his stations, "to provide his active and responsible supervisory participation (other than monetary)."

The issue was so serious, FCC said, that it raised serious doubt that renewal could be found to be in the public interest.

■ Before voting for the short-term renewal, the commission got assurances from Mr. Eaton that he would issue new orders to his managers, inaugurate new programs, replace a manager, and institute a schedule of personal visits to each station. In approving a 15-month renewal, the commission said this will afford him a reasonable opportunity to carry out his proposals effectively. #

Aubrey, Finlay Sets Move

Aubrey, Finlay, Marley & Hodgson, Chicago, will move into new offices in the United of America Bldg., on completion of the 41-story office skyscraper, expected early in 1962.

Highlights of This Week's Issue

Ernest A. Jones, president of MacManus, John & Adams, says the way to get your brand name remembered is to use "dual dollar" advertising .... **Page 6**

Kelvinator division of American Motors Corp. will use an integrated advertising and merchandising program in 1961, aimed at constant year-round dealer activity, to over-ride seasonal peaks and slumps .... **Page 8**

Walter Guild, president of Guild, Bascom & Bonfigli, says the ad industry should become a "client" in self defense and appoint an agency to create a campaign that would sell the general public on the virtures of advertising itself .. **Page 10**

Westinghouse Electric Corp. introduces its new entry into the dry cleaner field, a coin-operated dry cleaner which handles an 8 lb. load in 45 minutes at an average cost of $1.50 .... **Page 10**

John H. Stewart, account executive of the Jam Handy Organization, says the use of live models in various degrees of undress is one of many devices that can be used to attract and hold attention in advertising, "devices that advertisers don't use often enough" .... **Page 20**

Wesley Day & Co. demonstrates its faith in its product by using spot radio to sell itself .... **Page 24**

Broadcast Time Sales survey reveals print and television salesmen are doing a more aggressive job of selling advertising than most radio salesmen .... **Page 28**

Herbert Bayer, chairman of the design department of Container Corp. of America, says "advertising has become a collaborative institution. The forces, the ideas of many people bring the end result" .... **Page 32**

Lyle L. Jones, head of the anti-trust division of the U.S. Department of Justice, files suit asking that members of the Northern California Pharmaceutical Assn. be restrained from fixing the prices of prescription drugs .... **Page 36**

Assn. of Industrial Advertisers draws up a pilot plan for greater uniformity in the breakdown of circulation statements of business publications .... **Page 38**

W. Lyle Holmes, chairman of the board of trustees of American Carpet Institute, says there will be "no great swing" either up or down in carpet manufacturers' ad expenditures in 1961 from 1960 levels, because there's no reason for a marked change .... **Page 50**

Bureau of Advertising, American Newspaper Publishers Assn. issues a frankly-competitive rundown on the effects of newspaper advertising vs. regional editions put out by magazines .... **Page 54**

International Telemeter Co. cuts home unit cost, considers expanding its pay tv test market .... **Page 90**

Dexter Keezer, economic consultant to McGraw-Hill Publishing Co., predicts that gross national product will reach a record $512 billion by the end of 1961 .... **Page 61**

Preston E. Reed retires as exec vp of the Financial Public Relations Assn. after 36 years .... **Page 74**

James Lees & Sons will change its "flying carpet" theme to a new format in 1961 which will use room scenes with members of a family engaged in pleasant activity .... **Page 77**

Chicago Sun-Times and Daily News launch a major promotional campaign to announce a new schedule of combination rates for national advertisers which also permits national advertisers to buy city-and-suburban-only circulation in the two papers for the first time .... **Page 102**

FIGURES TO FILE

Sales of 25 Leading Brewers, 1960-vs 1959 .. **Page 12**
Nielsen Network TV .... **Page 60**
Videodex Network TV .... **Page 60**
Hamm Beer Sales, 1951-1953 .... **Page 66**
Hamm's Relation to Sales of Other Top Brewers, 1951-1959 .... **Page 67**
Magazine Advertising Revenue .... **Page 98**
Trendex TV Category Averages, Nov. 1960 .... **Page 103**
Trendex Category Comparisons—Averages by Network TV Program Types .... **Page 103**

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Carley Is Named President; Epstein Leaves Fitzgerald

Killeen Moves Up to Chairman in Large-Scale Executive Reorganization

NEW ORLEANS, Jan. 13—Fitzgerald Advertising today announced a major revamp of its executive lineup, coincident with the resignation —effective Feb. 28—of Joseph H. Epstein as chairman of the executive committee and exec vp.

Joseph L. Killeen, a co-founder of the shop in 1926, and president since 1937, moves up to chairman of the board, a new post. Robert Carley, vp and account supervisor, has been tapped to succeed Mr. Killeen as president.

Joseph Killeen

Robert Carley

Roy M. Schwarz has been named exec vp-creative; Howard E. McDonald exec vp-operations; and E. W. Rector Wooten and Warren Posey were elected senior vps. Mr. Schwarz has been vp and chairman of the plans board; Mr. McDonald, vp in charge of media and research; Mr. Wooten vp and executive art director; and Mr. Posey vp and director of client service.

Roy Schwarz

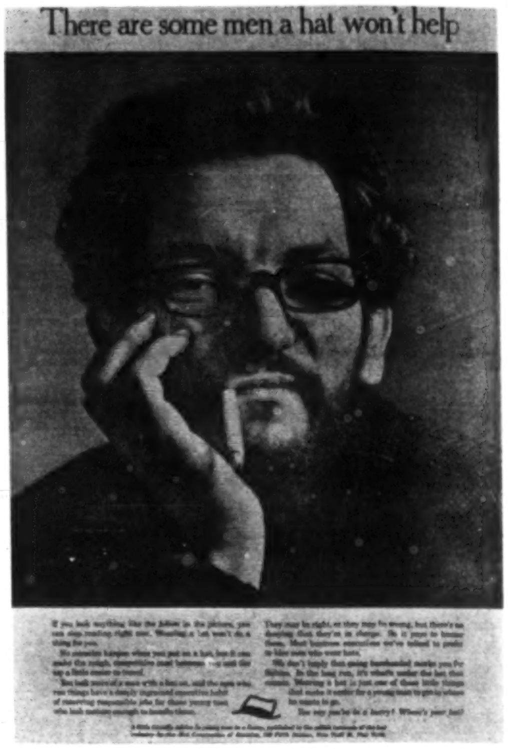
Howard McDonald

Joseph Epstein

■ When the agency incorporated, after many years as a partnership, Mr. Epstein, a partner, was named vp and treasurer. Mr. Epstein, who said he had planned his resignation "for many months" and that he had planned it "to coincide with the completion of several major projects," will leave in March for a two-month tour of South America and Africa.

Fitzgerald was estimated to have billed $14,000,000 in 1959; in February, 1960, it lost the Jax beer account, knocking perhaps $1,000,000 off this figure.

Mr. Carley, who moved here eight years ago, after serving with Cunningham & Walsh, has also been with Donahue & Coe; Cecil & Presbrey; and Batten, Barton, Durstine & Osborn. A vp for the past five years, he has also served as account supervisor on Wesson Oil & Snowdrift Sales. Now 48, he was graduated from the University of Pennsylvania and thereafter spent three years as a news writer with the *New York Herald Tribune*, National Broadcasting Co. and Paramount News. He joined BBDO in 1937. #


There are some men a hat won't help

NOT YOU, OF COURSE — *Admittedly selfish, this ad by Hat Corp. of America presents the hat as a fairly sure means to a good end, except in cases of men who put themselves beyond help. B&w page, The New York Times.*

Beatnik (?) Ad Like Makes It; Hat Corp. Flips

NEW YORK, Jan. 12—Hat Corp. of America today ran an ad picturing a bristly-bearded beatnik as "a man a hat won't help"—and the company phones have been ringing ever since.

The ad was published in today's *New York Times* "in the selfish interests of the hat industry by the Hat Corp. of America." The ad pointed out that "if you look anything like the fellow in the picture, you can stop reading right now. Wearing a hat won't do a thing for you."

As soon as people read their morning newspaper, the phone calls and memos started—all in praise of the ad, Estelle Lee, ad director of the company, told ADVERTISING AGE. The calls came not just from the company's accounts and salesmen, but from competitors, a raft of advertising men, and a number of stores not handling the company's hats. The latter paid the ultimate compliment of asking permission to display the ad.

■ The ad came about one day when Leo Burnett, board chairman of Leo Burnett Co., Chicago, walked into Hat Corp. and asked to see President Bernard L. Salesky. Mr. Burnett had in his hand (besides a hat) a rough of the beatnik ad. He said he knew that the company was running campaigns for its Dobbs, Knox and Cavanaugh hats through Grey Advertising, but he felt that an institutional campaign for the industry should also be run.

Mr. Salesky said he'd talk it over with the Hat Council, of which he is president. His confrerees on the council, however, were disinclined to try it, so Mr. Salesky decided to run the ad himself and see what happened.

Miss Lee said there "is no doubt that the company will follow through on the ad and extend it into a series," but that the company would wait to evaluate the response for a few more days before making definite plans.

■ When Burnett got the okay for the ad, a city-wide search for a beatnik began. Constantin Joffe, of Studio Associates, was given the assignment—along with a sketch of the "Ideal Beatnik." A night-and-day search of Greenwich Village and Columbia University ensued, but the beatniks encountered were "too Kerouac and too frantic." Finally a week later, the "perfect" model was found in a Village hamburger stand. A beatnik? No, an exchange student from Israel. Given a new pair of glasses and a cigaret, he was just what Burnett ordered. #

Revolving Door Action Aplenty in Nation's Capital

Adman Nicholson Gets P.O. Post; White House Aides to ABC, H&K

WASHINGTON, Jan. 12——President Eisenhower got in a parting shot for higher postage rates today, as the deadline approached for the inauguration of the new administration.

At conferences with Republican congressional leaders, the President said his plan for a balanced budget for the 1962 fiscal year, which goes to Congress Monday, hinges on approval of higher postal rates. The budget figures, which are confidential until they go to Congress Monday noon, are expected to show a deficit of about $900,000,000 for the 12 months beginning July 1, 1961.

■ Meanwhile top members of the Kennedy administration were preparing to take over next Friday. Hearings looking toward fast Senate confirmation of some of the

(Continued on Page 104)

Eager Admen Retire Ike Early

TERRE HAUTE, Jan. 10—There was still more than a week to go before the inauguration of President-elect Kennedy, but President Eisenhower already was out of the picture in advertising mailed for delivery this week by Columbia Record Club.

In a brochure on a collection of recordings called "The Spoken Word," the CBS record division offered one item called "Big News of '59," featuring "the voices of former President Eisenhower, Premier Khrushchev, Fidel Castro and many others."

Hamm Brewing Builds to National Brand by '70

Aggressive Organization, Lively Ad Blitzes Help Wunderkind Brewer Grow

By Lawrence E. Doherty

Theo. Hamm Brewing Co., which in the last 15 years has spent $47,000,000 on expansion and has moved up to seventh largest U.S. brewer, is aiming at eventual national distribution and a shot at the two perennial leaders—Anheuser-Busch and Schlitz. This is a report on how the company has come this far, and how it hopes to continue its amazing climb toward the top.

ST. PAUL, Jan. 10—William C. Figge, president of Theo. Hamm Brewing Co., recalled one day in 1953 when he stood inside the Rainier Brewing Co. plant in San Francisco. The building, then newly purchased by Hamm for its West Coast expansion, had been stripped to the bare walls in preparation for a $10,000,000 remodeling.

Mr. Figge, whose father and grandfather had been master brewers for Hamm's, surveyed the gutted building. Suddenly, William Hamm Jr., whose father and grandfather had been presidents of the company, arrived unannounced and walked up to Mr. Figge.

"Bill," the board chairman jokingly asked, after viewing the bareness, "what did we buy here, anyhow?"

■ Although Mr. Figge's answer is not recorded, the sales figures are. They show that the additional capacity of this first California plant helped Hamm's move up into second place in sales in California.

But the question perhaps also indicated some amazement at the skyrocketing trail that the formerly conservative, family-owned brewery had blazed in the beer industry since the end of World War II.

■ Before the war, Hamm was a regional brewer, with most volume coming from five states, with an

(Continued on Page 66)

Stop & Save Pushes Stamp Catalog in $1,000,000 Campaign

NEW YORK, Jan. 10—Stop & Save Trading Stamp Assn. will kick off a $1,000,000 ad and promotion campaign tomorrow for its 1961 Triple-S stamp catalog.

The investment does not include the cost of 4,000,000 copies of a sumptuous catalog listing items like a Piper Deluxe Caribbean airplane, a Chevrolet Corvair, a Flite-Fish sailboat and a complete set of the "Encyclopaedia Britannica."

The ad campaign kicks off in two major media with a saturation schedule of 40-50 announcements a week on 51 radio stations and large-space ads in 146 newspapers.

The radio campaign, which features Bing Crosby's singing sons, will last three weeks. In addition to the initial blast in newspapers, ads will run again on Jan. 18 and 25.

The campaign receives magazine support via a four-color page ad themed to "luxurious living" and scheduled for *The Saturday Evening Post* Feb. 4 and the February issue of *Parents' Magazine*.

Agency for the campaign is Kastor, Hilton, Chesley, Clifford & Atherton.

■ Announcing the campaign here today, William H. Preis, president of Triple-S, told a reception for 89 representatives of the press that the new catalog offers several "firsts" in trading stamp history. These he listed as:

- The Piper plane, available for 3,000 books of stamps; flying lessons for the plane, 7½ books.
- The Corvair sedan, 700 books.
- A Penn Yan Coquette outboard boat, 225 books.
- Hedlund Hydro-Flite water skis, 9 books.
- A Flite-Fish sailboat, 33 books.
- A selection of MGM records, 1¼-1½ books each.
- The "Encyclopaedia Britannica," 135 books.

■ One item that arrived on the market too late for inclusion in the current catalog, he said, is a jet-propelled motor boat; it will be a major item in the 1962 catalog.

Outlining the distribution of Triple-S catalogs, he said the 1961 list would go to consumers through more than 4,000 retail outlets. This includes all Grand Union supermarkets in the East; King Supermarket; the Big-Y supermarket chain; and Dave's Foodtown, in Massachusetts.

Redemption is possible through 48 redemption centers in the East.

Petrofina Names Weiner & Gossage

'Unusual Promotional Measures Called for,' Says Petroleum Marketer

DALLAS, Jan. 12—American Petrofina Co. of Texas today appointed Weiner & Gossage, San Francisco, as its new agency, effective March 1.

Taylor-Norsworthy, Dallas, is the former agency. In commenting on the agency change, J. M. Shea Jr., vp and general marketing manager of American Petrofina, said:

■ "Taylor-Norsworthy has performed an outstanding job for our company. Their activities in our behalf have been exceedingly valuable in the establishment of the Fina brand and in creating favorable public awareness of our operations.

"In the light of the highly competitive conditions in the petroleum marketing field, however, we believe that unusual promotional measures are called for, and our new association with Weiner & Gossage has been formed to explore these avenues on a somewhat different agency-client basis than normal."

■ Taylor-Norsworthy, which has handled the account since 1957, made these comments: "American Petrofina has done, in our opinion, a fine marketing job under Jack Shea's leadership. This has been done in the face of the strongest of competition, for jobberships and locations as well as for a franchise with the motoring public, from both major and independent companies alike. We are most happy to have been a part of this remarkable growth; and we certainly wish the company well in its new association and its search for new promotional horizons." #

Something for Everybody . . .

Most TV Programs Win Some Plaudits in New Trendex Qualitative Reports

By Maurine Christopher

NEW YORK, Jan. 11—The new Trendex 31-city qualitative tv reports should come in very handy for salesmen. This something-for-all collection of data covers everything from size of the audience (rating), to who in the family selected the show, to reaction to the series, to sponsor identification.

It's a rare show or program category that can't look good from some point of view on at least one of these criteria.

So if the national and world issues category didn't do very well in the rating competition, it topped the November list as a method of reaching adult-only homes and did well on the basis of reactions. Such programs as "Meet the Press" and "Twentieth Century" are outstanding buys for advertisers who are interested in the number of viewers who consider these telecasts "one of the very best."

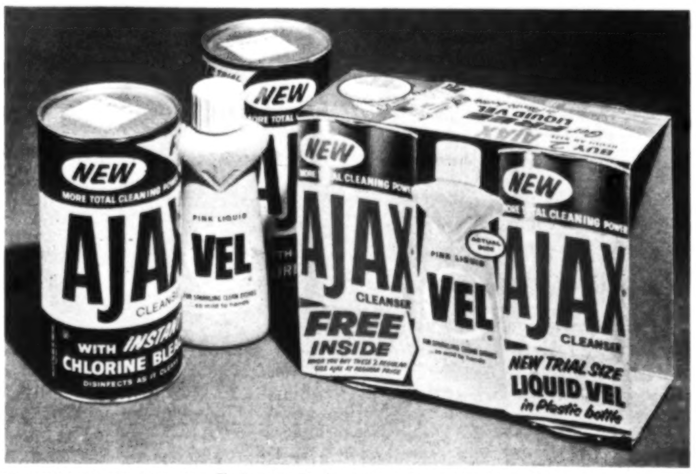
■ Variety programming looks like an excellent buy from a number of vantage points. If such qualitative measurements as these ever catch on, this always popular format might be in for a revival. As a category, variety placed first in ratings and in best reactions. Ed Sullivan, who has been plying this trade longer than anyone else around, was among the leaders in terms of Colgate and Kodak identification

(Continued on Page 103)

General Mills to Introduce Two New Bisquick Products

General Mills will introduce two new products in February, Buttermilk Bisquick, the first and only all-purpose buttermilk mix, and Pre-Measured Bisquick, a package of eight one-cup units. Buttermilk Bisquick will be introduced in two test markets, Dayton and Hartford, via four-color r.o.p. page ads during the week of Feb. 9 and in Sunday supplements on Feb. 19 and March 5. Follow-up ads will be run, and heavy television coverage will continue throughout the four introductory weeks.

Four-color page ads of Pre-Measured Bisquick will appear in Sunday supplements in the two markets, beginning Feb. 19. Tne television kick-off campaign will consist of 20-second spot commercials during February. Knox Reeves Advertising, Minneapolis, is the agency.



COMBINATION OFFER—*Colgate-Palmolive is offering housewives this combination Cluster-Pak, manufactured by Mead Packaging, of two large-size cans of Ajax cleanser at regular price plus a free trial size of Liquid Vel in plastic bottle. The combination offer was tested in the Northeast, and now is being distributed nationally.*

Viewer Saturation, Mounting Costs Cause TV Programming Ills: Killin

Y&R Exec Cites Economic Pressures on Advertiser, Broadcaster

NEW YORK, Jan. 10—The culprit responsible for the level of television entertainment programming is not the networks, the advertisers, the producers, the agencies or the stations; it's the economics of the tv system, Richard C. Killin, Young & Rubicam lawyer, said here yesterday.

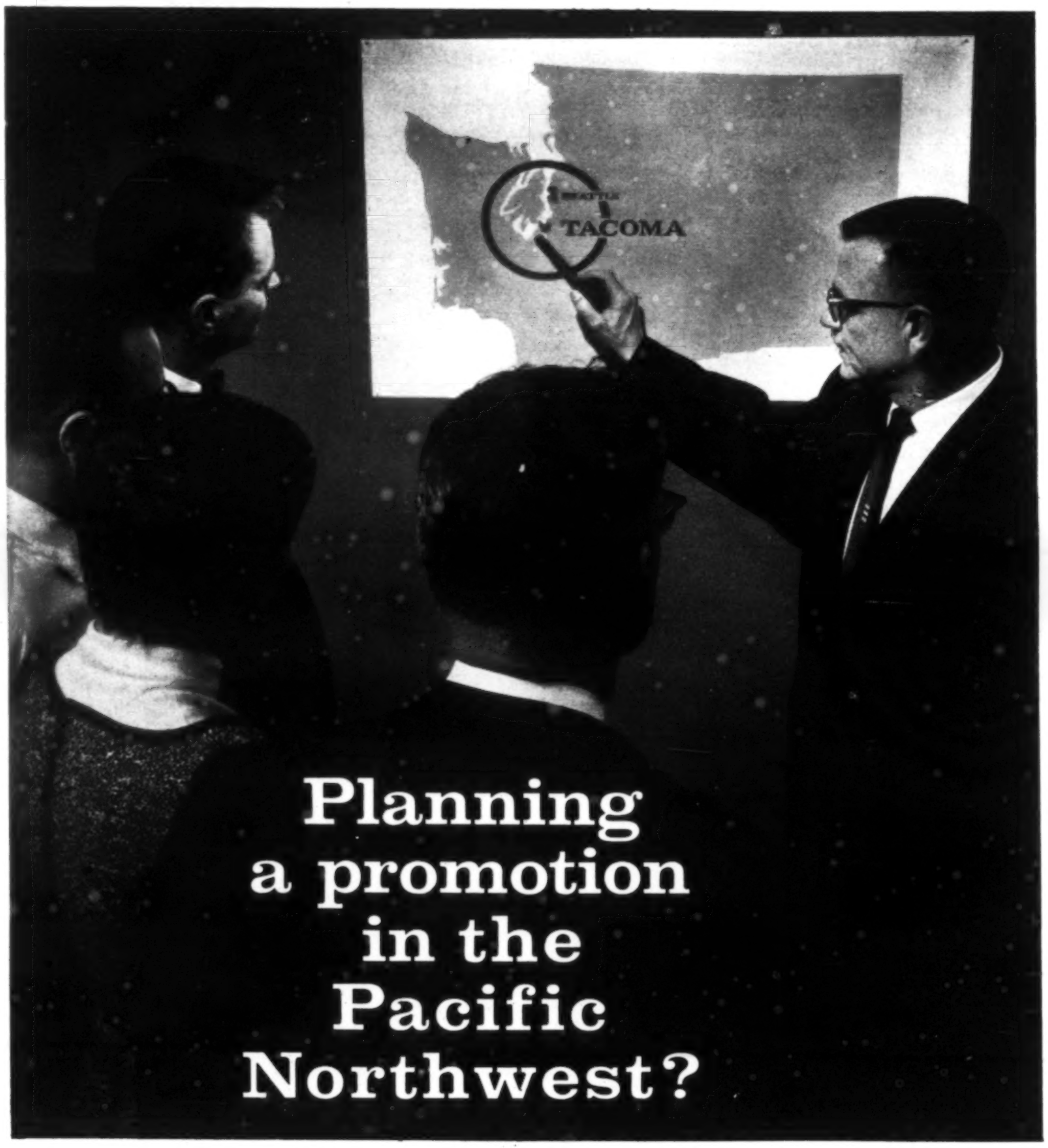
Mr. Killin, who made it clear he was not advocating a revision of the economics of commercial television, spoke before the Admen's Post of the American Legion. He began by patting tv on the back for an outstanding job in the areas of news, special events and information, with fine support from some advertisers. Then he proceeded to detail financial problems, which he said are worsening, in the field of entertainment programs.

"It is the huge amount of money that is necessary to keep the medium fed that creates the problem," Mr. Killin said. "This is what reduces television to a mass medium, where mass audiences are needed to justify this cost. It is a paradox that increased expenditures across the board don't improve the general level of programming quality. On the contrary, the quality level in terms of content, rather than techniques, is likely to be reduced by the economics of television costs.

■ "These costs are rising every day, and there is no end in sight. The new AFTRA and SAG codes will add substantial percentage increases to the payments to be made to these performers on film and tape commercials. A new CBS rate card for production facilities will add over $1,000 weekly to the cost of a program like 'I've Got a Secret.' And these increased costs are for production facilities; they do not include increased payments to talent or for broadcast time.

"Four years ago we purchased an hour program for a client for $100,000 net per negative. Today's price for this same program is in excess of $150,000 net per negative, exclusive of time costs and extras such as union and other increases, and other extras such as projection room facilities and integra-

(Continued on Page 98)


SEATTLE
TACOMA
Planning a promotion in the Pacific Northwest?

THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time.* When distribution and merchandising is set in *both* metro areas, the advertising breaks.

SEATTLE
TACOMA

Unless it breaks *in Tacoma at the same time*, a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

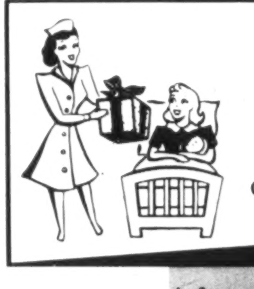
It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

WHAT CAN 3,200,000 NEW MOTHERS DO FOR YOU IN 1961?

They can boost your sales to a new all-time high.

In 1961, GIFT PAX can sample your product to 3,200,000 new mothers. It will place your samples into the hands of these new mothers right at the hospital bedside, when the impact is greatest.



Gift-Pax®

CONTROLLED PRODUCT SAMPLING
to NEW MOTHERS IN HOSPITALS

A low cost test can be arranged for any area you wish. Phone IVanhoe 5-0660, or write to

Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
United States Canada United Kingdom

Leadership is a challenge... not a reward

The leader who rests on his laurels soon loses them. Leadership is action—*doing,* not *being.*

Leadership is vitality. It is moving ahead . . . steadily, vigorously, faster than the others.

Leadership is progress — the conviction that good can never be good *enough.*

Leadership is attracting followers, making others imitate because they can't anticipate.

Leadership is good citizenship, for success entails responsibilities.

Leadership, above all, is *people*—knowing them, understanding them, helping them attain what they want and need.

Using these criteria, astute advertisers look to LOOK for media leadership.

Action? LOOK is today, as it begins its 25th year of publication, America's fastest-growing major magazine... having outgained *all* others in circulation *and* ad revenue in the past five years.

Progress? Pick up the latest LOOK and measure it against past issues... against *current* issues of other magazines in its field. With the heaviest cover stock, finest paper, unequalled color reproduction, LOOK sets the standards.

Attracting followers? By the millions . . . and imitators, too. Trends were started by LOOK pioneering of geographic split runs, Magazone, the spectacular LOOK-Kromatic printing process.

Good citizenship? LOOK award programs—All-America Cities, Teacher of the Year, and the Collier Trophy for aviation and space developments — stimulate public interest in fields of utmost importance to our country.

Satisfying people's needs? Here, LOOK leadership asserts itself as in no other area. For LOOK is dedicated to answering the most critical need of all: the need for understanding... for one person to understand his neighbor, for one nation to grasp the problems and aspirations of another.

LOOK furnishes this understanding by telling the exciting story of people... by covering the issues and events of our day in the warm, moving terms of people involved. Not masses of people, but specific individuals. The problems of education become, in LOOK, the story of a teacher... her pupil... the pupil's parents. In LOOK, the accent is on men and women and children, not the abstract or the intangible.

People respond to people. It is this emphasis on people that explains why people respond so wholeheartedly to LOOK . . . why LOOK attracts an average-issue audience of 27,500,000 people in 16,850,000 households . . . why, over the past five years, LOOK has gained more readers than any other major magazine in America.

At LOOK, leadership is not a reward, but a challenge. Just as you can look to LOOK for leadership today—for media atmosphere that breathes vitality and progress and success—so can you look forward to an extension of that leadership. For at LOOK, what is good enough now will *never* be good enough again. At LOOK, success is a journey... not a destination.

LOOK

The Exciting Story of People — 25th Year of Publication

Let 'Dual Dollar' Ad Sell Product, Image, Too: Jones

MacManus President Hits Half Dozen Kinds of Offensive Advertising

Los Angeles, Jan. 11—With $12 billion being spent on advertising, and with 350,000 brand names from which the public can choose, the way to get your brand name remembered is via "dual dollar" advertising, according to Ernest A. Jones, president of MacManus, John & Adams.

Dual dollar advertising, Mr. Jones told the annual business outlook conference of the Los Angeles Chamber of Commerce, "moves the product, of course, but devotes a portion of each dollar to enhancing the reputation of the business itself."

Ernest A. Jones

▪ A factor favoring the dual-dollar concept, he said, is "the tendency of today's consumer to make up his mind fast, to accept the new if presented properly, and if some advance spade work has been done in his subconscious.

"The quick evaluation and acceptance of worthy new products and services is a unique note of the times. No longer can the established product continue to find acceptance on the grounds that Dad smoked it or ate it or drove it. Business cannot count on inherited success. It must renew its appeal, adjust its market, even explain itself in terms of its products all the time, not every generation or so," he said.

For other types of advertising—expensive advertising, the kind that doesn't do its job—Mr. Jones had some tart kiss-offs.

Samples:

- **Fire in the Zoo**—"Noisy, hysterical, attempting to match the competition scream for scream, claim for claim, yell for yell. Sounds like it might have been written by someone scraping a fingernail across a blackboard."
- **Wax Apple**—"Beautiful, technically perfect. Real prize winners if ads were meant only to be looked at instead of acted upon."
- **I Adore Me**—"The blindest love of all, because the public is selfish. It isn't interested in your love affair, and it won't spend a dime to massage your ego."
- **Carbon Kids**—"They may not be leaders, but they sure practice followership."
- **Gallop Off in All Directions**—"It hits the consumer with a handful of confetti and hopes he will pick out the red pieces."
- **Brag & Boast**—"It has always been a mystery to me why some business men will allow their advertising to behave in a manner which, if they so acted in their personal lives, would get them tossed from the clubs and maybe punched on the nose." #

Jones Speeches Exhibit Vocabulary of Refined, Madison Ave.-Style Mule Skinner

Los Angeles, Jan. 11—Ernie Jones was at the top of his picturesque-speech form today before the chamber of commerce here. At one point he said, "The odds against recall of a particular brand name [from among 350,000 registered brands] make a roulette wheel look like a government bond."

At another, he declared, "Second-best advertising is as valuable as the second-best poker hand."

▪ Here are some Jonesian jabs made in speeches since 1956:

- "Perhaps they call them late shows because many smell as if they passed away some time ago."
- "Creativity is our single product. And heaven help the agency management that does not recognize that fact of life. They may wind up as unemployed as Zeppelin pilots."
- "Advertising, properly prepared, should be as persuasive and yet as unidentified—both before and after taking—as vodka in a martini."
- "I have been in the business 20 years, and I do not know the delightful rogues, the masters of mendacity, the boudoir athletes [portrayed by novelists, playwrights and others]."
- "Clients aren't impressed with charts, machines and pushbuttons. It is quite likely that Procter & Gamble or General Motors has more IBM machines *out of order* on any given day than are owned by all agencies."
- "Business does not buy what it can produce better itself. And it will not continue to buy advertising that is half aspiration and half asset."
- "It is my opinion that the average big agency executive, on the basis of the inherent jeopardy of the business, 24-hour involvement, physical and nervous expenditure and financial return, would be healthier, happier and wealthier as a branch plant manager for any one of a dozen major industrial corporations."
- (Blasting the theory of an "average" or "mass" man): "Picture, if you will, the mass man, sitting in his mass home, with his mass wife and his mass children—thinking mass thoughts about various mass subjects. Prepare a mass advertisement, which is guaranteed a mass reaction—and then stand back, brother, while the mass family—well-trained automatons they, their pockets stuffed with mass dollars—break down the doors of your mass dealer. What sheer balderdash."
- "We might turn our backs on creativity altogether and bow down to that great modern manitou, Univac. For some time now I have suspected that the greatest barrier to creativity in some agencies is the fact that management there is having more fun playing business men than in working at advertising." #

'Journal' Names Maier President Succeeding Ferguson

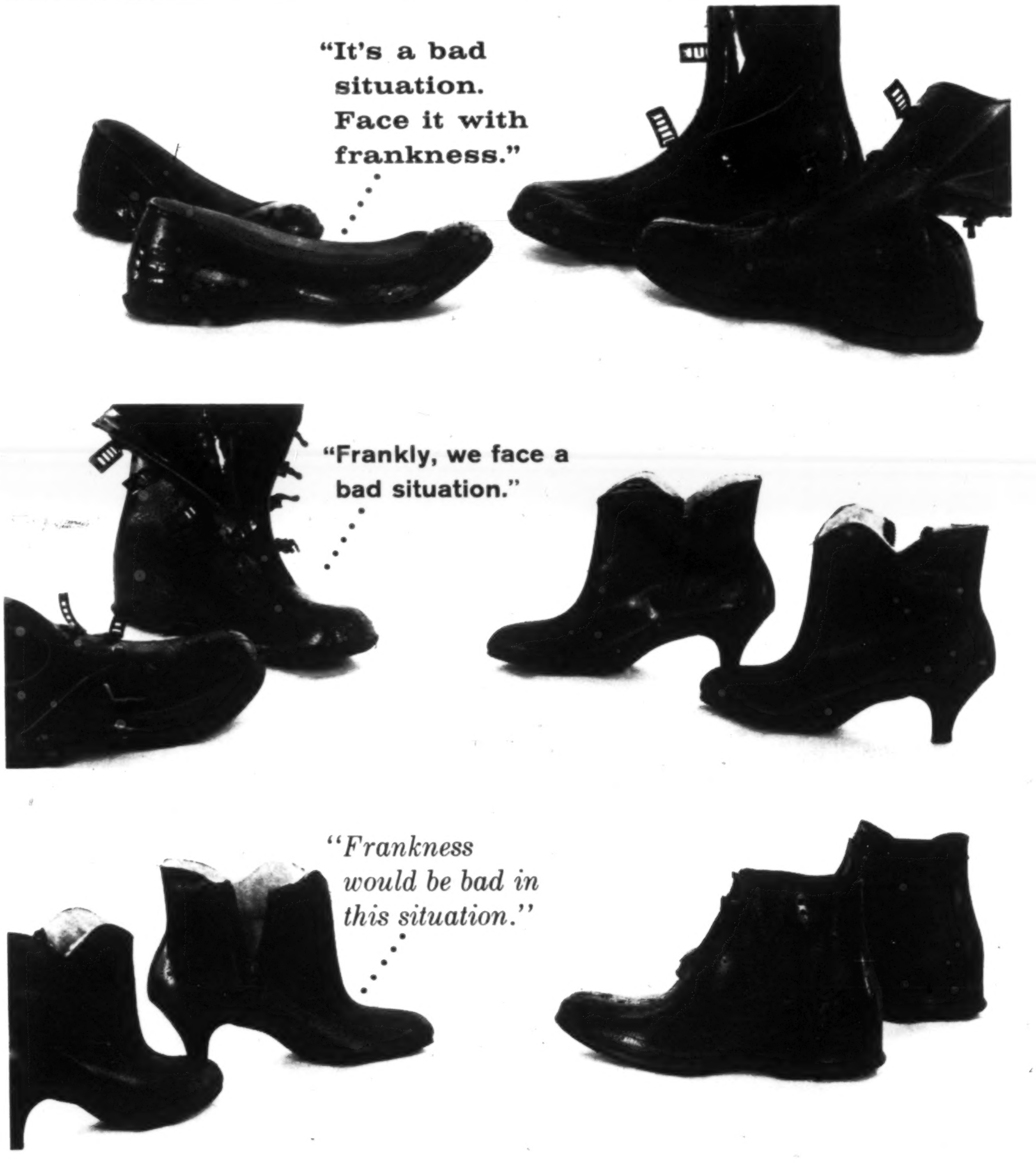
Irwin Maier

The Journal Co., Milwaukee, has appointed Irwin Maier, publisher of the *Milwaukee Journal*, president, and Lindsay Hoben editor of the *Journal*. Mr. Maier, formerly exec vp and publisher, and Mr. Hoben, formerly editorial editor and a vp, succeed J. D. Ferguson, who has retired as president and editor.

At the same time Donald B. Abert, formerly vp and general manager, has been named exec vp and general manager, and Thomas J. McCollow, assistant treasurer and office manager, has been elected a director and appointed treasurer, succeeding Peter King, who is retiring.

WGR-TV Appoints Mobius

Hans J. Mobius, formerly a member of the sales staff of WGR-TV, Buffalo, has been appointed marketing coordinator of the station.


"It's a bad situation. Face it with frankness."
"Frankly, we face a bad situation."
"Frankness would be bad in this situation."

PEOPLE ARE ONLY HUMAN

. . . but when you're dealing with vital communications, personal interpretations and misinterpretations can be disastrous. That's why companies turn to The Jam Handy Organization for help in preparing films, slides and other visual presentations of ideas. Clear communications are our business. We're experienced in all media and equipped to handle every aspect of any assignment, large or small.

Successful business *depends* on effective group communications, both internally and externally. And effective group communications depend on *clarity*. When *you* need help in getting the right message to the right people, just call . . .

THE JAM HANDY ORGANIZATION
NEW YORK CHICAGO DETROIT HOLLYWOOD

1927: FIRST IN DAILY CIRCULATION **1928:** FIRST IN DAILY CIRCULATION **1929:** FIRST IN DAILY CIRCULATION **1930:** FIRST IN DAILY CIRCULATION **1931:** FIRST IN DAILY CIRCULATION **1932:** FIRST IN DAILY CIRCULATION **1933:** FIRST IN DAILY CIRCULATION **1934:** FIRST IN DAILY CIRCULATION **1935:** FIRST IN DAILY CIRCULATION **1936:** FIRST IN DAILY CIRCULATION **1937:** FIRST IN DAILY CIRCULATION **1938:** FIRST IN DAILY CIRCULATION **1939:** FIRST IN DAILY CIRCULATION **1940:** FIRST IN DAILY CIRCULATION **1941:** FIRST IN DAILY CIRCULATION **1942:** FIRST IN DAILY CIRCULATION **1943:** FIRST IN DAILY CIRCULATION **1944:** FIRST IN DAILY CIRCULATION **1945:** FIRST IN DAILY CIRCULATION **1946:** FIRST IN DAILY CIRCULATION **1947:** FIRST IN DAILY CIRCULATION **1948:** FIRST IN DAILY CIRCULATION **1949:** FIRST IN DAILY CIRCULATION **1950:** FIRST IN DAILY CIRCULATION **1951:** FIRST IN DAILY CIRCULATION **1952:** FIRST IN DAILY CIRCULATION **1953:** FI ST IN DAILY CIR-
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Again This Year--For The 34th Consecutive Year--
The Baltimore News-Post
is FIRST
in Daily Circulation

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196 ULATION

- FIRST IN BALTIMORE'S ABC CITY
- FIRST IN THE STANDARD METROPOLITAN AREA
- FIRST IN MARYLAND
- FIRST IN TOTAL

The
Baltimore News-Post

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. • OFFICES IN 15 PRINCIPAL CITIES

Auto Production Is Up 15% in '60

Chevy Division Tops Ford Division, but Falcon Outproduces Corvair

DETROIT, Jan. 11—Domestic auto production for 1960 seems to have beaten 1959 by about 15%. 1960 was the second largest production year for the industry, exceeded only by 1955.

Production figures of the Automobile Manufacturers Assn. show that 7,905,002 cars, trucks and motor coaches were built in 1960, compared with 6,723,588 in 1959. Passenger car production for 1960 was 6,701,279, against 5,559,492 for 1959. Trucks held about steady, 1,199,568 for 1960, against 1,121,404 for 1959. Coach and bus production about doubled in 1960.

Chevrolet racked up 1,873,617 passenger cars, including Corvairs, against 1,428,980 the previous year. Ford division, including Falcons, totaled 1,509,733, as compared with 1,528,592 last year. In 1960, Falcons totaled 505,428, against 259,276 Corvairs.

■ Other production figures: Chrysler Corp., total Valiant and Plymouth, 484,964 in 1960, and 413,204 in 1959; total Lancer and Dodge, 411,614 in 1960, and 192,798 in 1959.

The now discontinued DeSoto in 1960 dropped to 19,411 from 41,423 in 1959. Chrysler rose in 1960 to 87,420 from 69,411 in 1959. Imperial declined to 16,829 in 1960 from 20,963 in 1959.

Mercury reported 161,787 production in 1960 as against 156,765 in 1959. Comet had 198,031 in its first year of production, which did not start until March. Lincoln did 20,683 in 1960 as against 30,375 in 1959.

For General Motors Corp. cars, aside from Chevrolet, including the companion compacts which have been in production only since the start of the 1961 model year, the record shows: Pontiac, for 1960, had 418,154, of which 32,052 were Tempests; against 388,856 in 1959. Oldsmobile, for 1960 had 362,681, of which 39,931 were F85s; against 366,305 in 1959. Buick, for 1960 had 307,804, of which 36,733 were Specials (Buick's smaller car); against 232,579 in 1959. Cadillac made 158,951 cars in 1960, as against 138,527 in 1959.

■ American Motors Corp. kept its pace, increasing production from 401,446 cars in 1959 to 485,745 in 1960, living up to its predictions and beating Plymouth out of third place. AMC is paying out $643,575 in $25 U.S. bonds to 34,324 customers who took delivery of cars in December, the first month of the company's new "progress sharing" program (AA, Dec. 19).

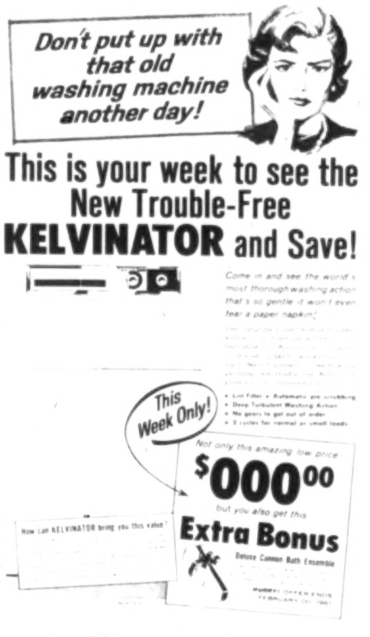
Under the plan, American Motors rebates a part of the price of the car, in the form of U.S. bonds, to purchasers if sales for the particular month are above the corresponding month a year ago. AMC said sales increased 13.8% in December, compared with December, 1959.

Studebaker-Packard made 105,902 cars in 1960 and 153,823 in 1959. Checker Motors produced 6,980 (mostly cabs) in 1960, and 5,768 in 1959.

These production figures should not be confused with registered sales figures for 1960. A total of these will be available about six weeks later, when state licensing reports are complete. #

Van der Car, Warner Merge

Van der Car & Associates, Schenectady, and Douglas C. Warner, Albany advertising designer, have merged to form Van der Car & Warner, with offices at 144 Barrett St., Schenectady, and the D&H Bldg., the Plaza, Albany. Officers are H. M. Van der Car, president and treasurer; Mr. Warner, exec vp; and Ellen S. Cody, secretary.


Don't put up with that old washing machine another day!
This is your week to see the New Trouble-Free KELVINATOR and Save!
Come in and see the world's most thorough washing action that's so gentle it won't even tear a paper napkin!
This Week Only!
Not only this amazing low price
$000⁰⁰
but you also get this
Extra Bonus
Deluxe Cannon Bath Ensemble
How can KELVINATOR bring you this value?

BONUS—*This newspaper ad will break in mid-February in about 200 markets, first in a Kelvinator series promoting its entire line.*

Kelvinator Boosts Line via Newspapers, Dealer Promotions

DETROIT, Jan. 11—The Kelvinator division of American Motors Corp. will use an integrated advertising and merchandising program in 1961 aimed at constant year-round dealer activity to override seasonal peaks and slumps.

Kelvinator, which has set a $4,000,000 1961 ad budget, will concentrate advertising in newspapers this year, with possibly some magazine advertising later in the year. The newspaper ads will run in about 200 markets, with 1,000-line ads in the larger markets and 600-line ads in the small markets. The first series will break in mid-February, followed by another series every 60 days. About $1,000,000 of the budget will go for co-op advertising.

■ A massive dealer-stimulation campaign tied to the popularity of American Motors' Rambler cars also has been inaugurated. The dealer "Sell Kelvinator-buy Rambler" incentive program involves the accumulation of dollar credits through the year toward the purchase of one or more Rambler automobiles of the dealer's choice. The car-purchase credits are based on dealer purchases of Kelvinator products, with additional incentive if he exceeds his previous year's performance. The rate of accumulation of credits on sales to dealers is to be computed against the net price of the Kelvinator products purchased throughout the year.

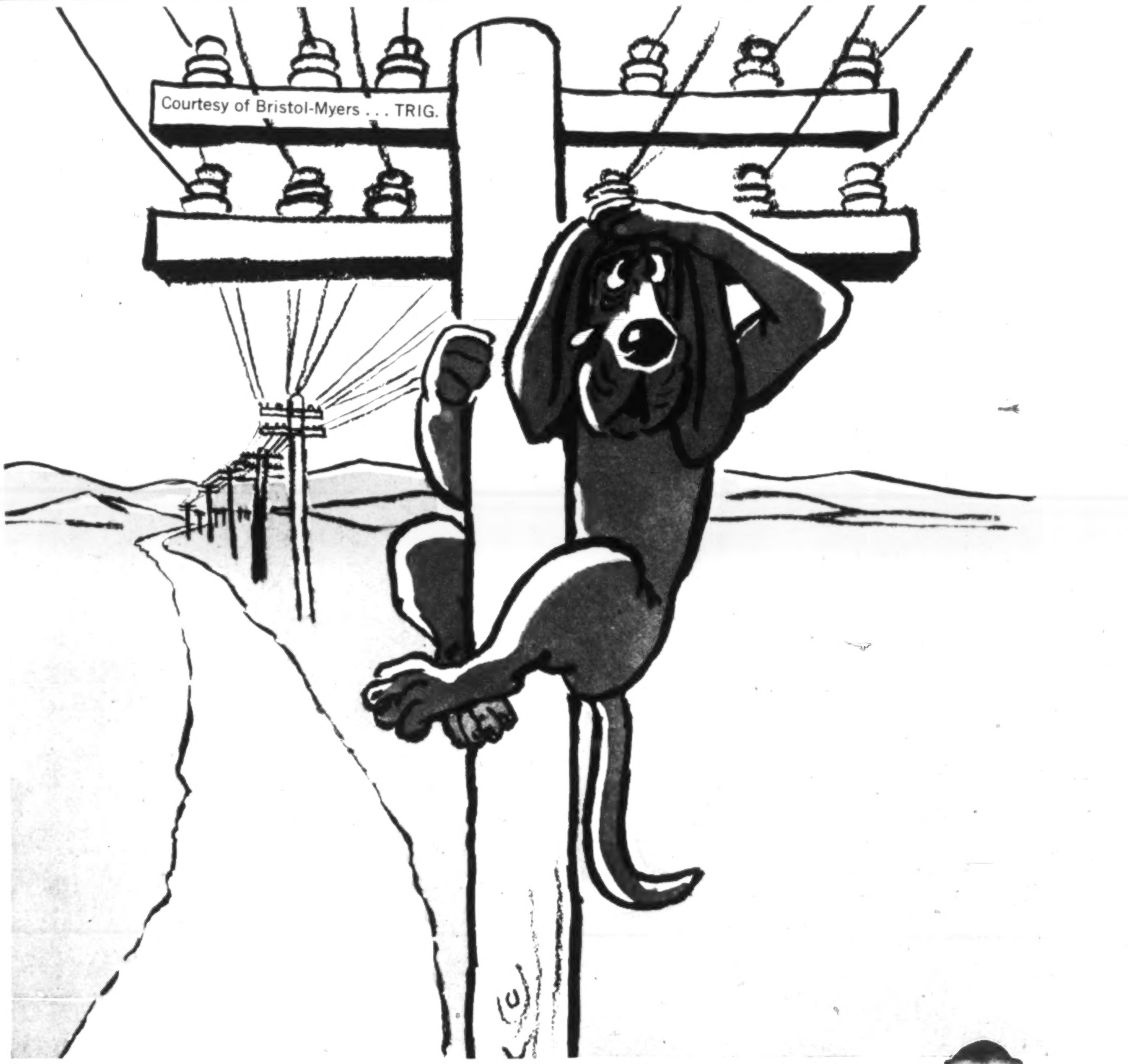
When the dealer has accumulated credits equaling the local advertised delivered price of the Rambler of his choice, the Kelvinator district manager will arrange for selection and delivery through a Rambler dealer.

■ Kelvinator is supporting the whole program with a schedule of bi-monthly promotional packages to dealers dovetailing advertising with direct dealer identification, dealer floor displays, sales and product information training and consumer sales closers.

Kelvinator has cut the number of its 1961 models of air conditioners, home laundry equipment and refrigerators.

■ E. B. Barnes, general sales manager, said the simplification of lines will mean less inventory down the line, and lower prices—first to dealers, then consumers.

Geyer, Morey, Madden & Ballard is the Kelvinator agency. #


Courtesy of Bristol-Myers . . . TRIG.

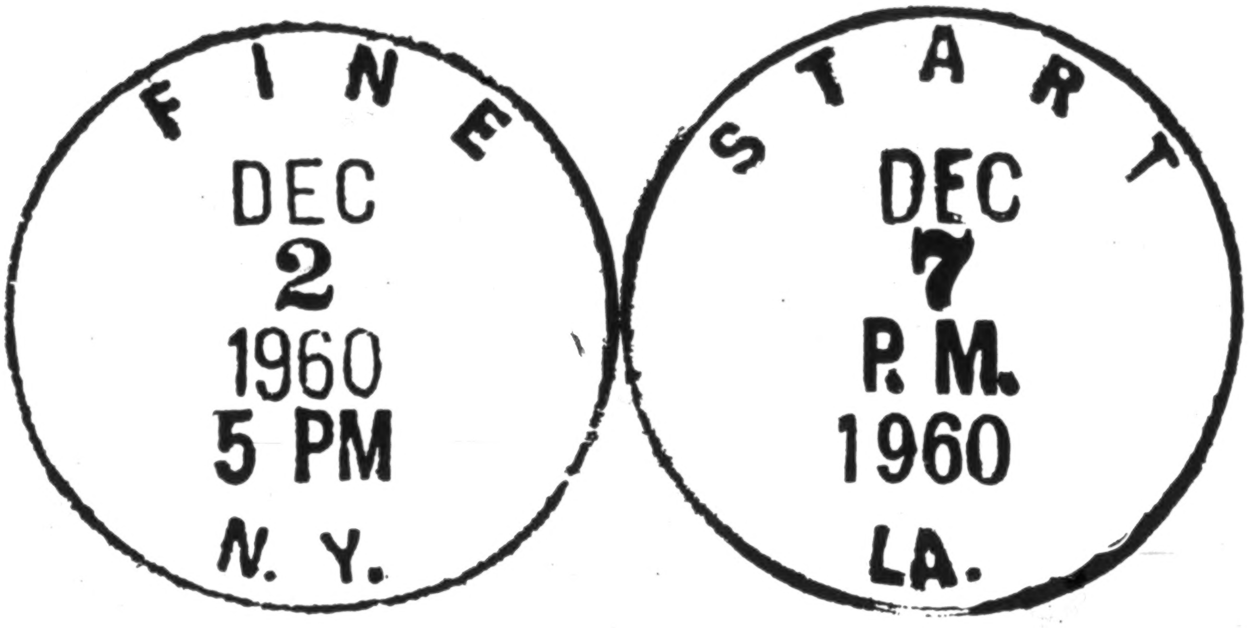
KPRC-TV SELLS SO MANY HOUSTONIANS, A BLOODHOUND COULDN'T FIND THE ONES IT DOESN'T!

No "ifs" about KPRC-TV. KPRC-TV keeps Houstonians tuned to Channel 2 up to 27 hours a day! And not just by tricking them with hoopla and gimmicks. KPRC-TV helps persuade all Houston—all day and night. That's selling power! KPRC-TV is the neatest, fastest, easiest-to-use salesman you ever laid hands on. Try great new KPRC-TV selling!

Represented nationally by EDWARD PETRY and COMPANY

NBC KPRC TV

The postmarks are actual reproductions



Put Grit on your list for a prosperous sales year in the big-time small-town market

If your 1961 advertising is concentrated in the major mass magazines, there is a basic weakness in it . . . but it's not too late to remedy the situation.

The weakness lies in the fact that the big mass magazines are metropolitan-oriented and provide relatively thin coverage in hard-to-reach small towns, where 25% of America's population is located.

The remedy lies with Grit . . . for Grit gives you 850,000 families' worth of additional coverage, strongly concentrated in 16,000 small towns coast to coast.

In short, Grit helps correct the big-city bias of your advertising and provide the *balanced national coverage* you must have for total marketing success. If you've overlooked Grit, it's not too late to look it over!

GRIT
AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Company, Williamsport, Pa. • Represented by Newspaper Marketing Associates

Listeners, Viewers May Get Chance to Be Heard, Seen via Minow's FCC

New Chairman Tells AA He's Not Against Ads; Hits Outside Influence

CHICAGO, Jan. 12—The man who will head the Federal Communications Commission in the new administration may not be well known to the broadcast industry he will regulate, but he is no stranger to top echelon Democrats who will move into power Jan. 20.

Newton N. Minow, at 34, has been a member of the law firm of Adlai E. Stevenson, twice the Democratic candidate for president, since 1955. He served as law clerk for former U.S. Chief Justice Fred M. Vinson in 1951, and was administrative assistant to Gov. Stevenson in Illinois in 1952.

Newton Minow

What will the FCC do under Mr. Minow? He declined to discuss specific matters, such as pay tv, option time and network licensing, but said he agreed with the philosophy of the Landis report on regulatory agencies.

This report (AA, Jan. 2) proposes, among other things, that the FCC work harder, faster, and resist outside influences on its decisions.

■ The airwaves, he said, "are one of our precious, limited resources. So the problem is to insure that the people who operate them do so in the public interest." Deciding what is and what isn't in the public interest, he added, is FCC's big responsibility.

Mr. Minow said that while it is important that the commission not bow to influence when passing judgment, he feels that it is vital to hear from all groups when regulations are being considered.

"One of the big things has been the lack of a chance for the consumer to be heard on these matters," he said. "We've got to give the people a chance, too."

■ He will, in fact, bring a kind of consumer's attitude into the FCC. He says he wants to "elevate" the type of tv programs now on the air. How that wish translates itself into FCC action is a matter he would not speculate on. But this desire would indicate, for instance, a favorable attitude toward pay tv.

The new FCC chief has worked actively for candidate Stevenson and for the Democratic party. Dur-

(Continued on Page 96)

Washington National Insurance to Scott

CHICAGO, Jan. 12—Washington National Insurance Co. today selected its first agency when it appointed R. Jack Scott Inc. to handle its advertising. The company will invest an estimated $200,000 in advertising this year.

The Scott agency, which billed a modest $5,106,600 in 1959, won the insurance account over such other giant finalists as Grant Advertising, Edward H. Weiss & Co. and Klau-Van Pietersom-Dunlap. Stanley Adams has been named as account executive.

Washington National will concentrate its advertising in the Chicago area this year and will use outdoor posters primarily. Scott's agency experience in the outdoor field was a major reason for its selection, the company said.

■ The insurance company started its hunt for an agency late last month when it mailed out a two-page questionnaire to selected agencies (AA, Dec. 26). About 31 agencies competed for the account.

Zenith Sets Print Campaign for Hearing Aids

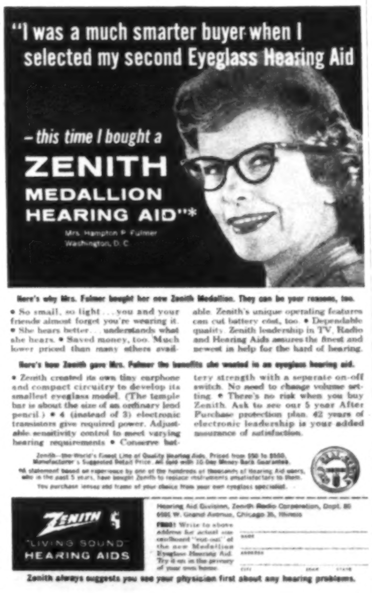
CHICAGO, Jan. 11—Zenith Radio Corp. will launch its newest and smallest Envoy hearing aid and promote other models with a six-month campaign that will include 125 newspapers, more than a half-dozen consumer magazines and 26 publications in the religious, fraternal and health fields.

Envoy will be featured in the first salvo, set for the weeks of Jan. 16 and 23 in the scheduled dailies. *Coronet* will carry a two-color bleed page in its March issue, stressing the Envoy's "different design." A page in March *Reader's Digest* will promote the Medallion model.

Coronet and *Reader's Digest* are to carry at least two two-color pages each. *National Geographic Magazine* is scheduled as the medium for two b&w pages.

■ *The Saturday Evening Post* will carry eight to ten b&w ads, some of them quarter pages and others half-page units. Half-page b&w ads will appear four times during the six-month period in *Today's Health*. In the Canadian market, Zenith hearing aids will be promoted in three ads each in the Canadian edition of *Reader's Digest* and *Star Weekly*.

MacFarland Aveyard & Co., Chicago, is the agency. #



"I was a much smarter buyer when I selected my second Eyeglass Hearing Aid —this time I bought a ZENITH MEDALLION HEARING AID"*

Mrs. Hampton P. Fulmer
Washington, D.C.

Here's why Mrs. Fulmer bought her new Zenith Medallion. They can be your reasons, too.

• So small, so light . . . you and your friends almost forget you're wearing it. • She hears better . . . understands what she hears. • Saved money, too. Much lower priced than many others available. Zenith's unique operating features can cut battery cost, too. • Dependable quality. Zenith leadership in TV, Radio and Hearing Aids assures the finest and newest in help for the hard of hearing.

Here's how Zenith gave Mrs. Fulmer the benefits she wanted in an eyeglass hearing aid.

• Zenith created its own tiny earphone and compact circuitry to develop its smallest eyeglass model. (The temple bar is about the size of an ordinary lead pencil.) • 4 (instead of 3) electronic transistors give required power. Adjustable sensitivity control to meet varying hearing requirements • Conserve battery strength with a separate on-off switch. No need to change volume setting. • There's no risk when you buy Zenith. Ask to see our 5 year After Purchase protection plan. 42 years of electronic leadership is your added assurance of satisfaction.

Zenith—the World's Finest Line of Quality Hearing Aids. Priced from $50 to $500. Manufacturer's Suggested Retail Price. All sold with 10-Day Money Back Guarantee.
*A statement based on experience by one of the hundreds of thousands of Hearing Aid users, who in the past 5 years, have bought Zenith to replace instruments unsatisfactory to them.
You purchase lenses and frame of your choice from your own eyeglass specialist.

ZENITH "LIVING SOUND" HEARING AIDS

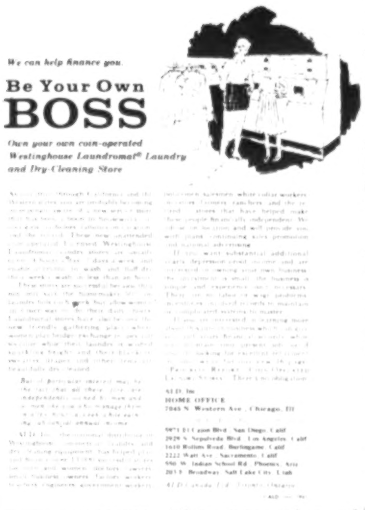
Hearing Aid Division, Zenith Radio Corporation, Dept. [illegible]
6501 W. Grand Avenue, Chicago 35, Illinois

FREE! Write to above address for actual size cardboard "cut-out" of the new Medallion Eyeglass Hearing Aid. Try it on in the privacy of your own home.

NAME
ADDRESS
CITY ZONE STATE

Zenith always suggests you see your physician first about any hearing problems.

TESTIMONIAL—*This b&w ad for the Zenith Medallion hearing aid is the first in the new magazine drive. It's set for the Jan. 28 issue of The Saturday Evening Post, February Today's Health and March Retirement Life.*



We can help finance you.
Be Your Own BOSS
Own your own coin-operated Westinghouse Laundromat® Laundry and Dry-Cleaning Store

ALD, Inc.
HOME OFFICE
7045 N. Western Ave., Chicago, Ill.

5971 El Cajon Blvd., San Diego, Calif.
2929 S. Sepulveda Blvd., Los Angeles, Calif.
1610 Rollins Road, Burlingame, Calif.
2222 Watt Ave., Sacramento, Calif.
550 W. Indian School Rd., Phoenix, Ariz.
2015 Broadway, Salt Lake City, Utah

TEST CAMPAIGN—*This two-color ad in the California edition of the March Reader's Digest will seek out potential owners of Westinghouse Laundromats.*

Renault Sets Ads in 30 Magazines

Advertiser Drops Out of Broadcast, Uses Some Specialized Books

NEW YORK, Jan. 13—Renault Inc., which has dropped out of radio and tv, will use a hefty schedule of magazines in its 1961 advertising program.

The French automobile company said it plans to use a total of 30 consumer and business magazines in its new campaign, which kicks off next week.

Main emphasis will be on the Dauphine, but there also will be large-scale promotion this year for the Caravelle sports car convertible. Ads will be in color.

Renault named as its "key" publications the following 11 consumer books: *Better Homes & Gardens, Esquire, Holiday, Life, McCall's, Newsweek, The New Yorker, The Saturday Evening Post, Sports Illustrated, Sunset Magazine* and *Time*.

Motor enthusiasts will be reached through *Motor Trend, Road & Track* and *Sports Cars Illustrated*.

■ Renault has expanded its list to reach other special interest groups. Dauphine ads are thus scheduled for two school teacher publications, *Grade Teacher* and *Instructor*. And Caravelle ads will run in *Flying, Popular Boating, Ski* and *World Tennis*.

In addition, a year-long b&w campaign for Renault's new light trucks has been slated for *Business Week* and *Nation's Business*, with other business papers under consideration.

The '61 Renault schedule also includes two automotive trade books, *Automotive News* and *NADA Magazine*.

Needham, Louis & Brorby, the Renault agency, has come up with a new campaign featuring economy. The opening ad, set for the Jan. 20 issue of *Life*, makes the point that all Dauphines "get 40 miles per gallon." The copy-closing message is:

"No matter what other car you now own, we bet you can't drive to our nearest showroom as cheaply as our nearest dealer can drive to your house in a Dauphine. Call him and try it soon." #

Security Aluminum to Howell

Security Aluminum Co., Detroit, has appointed Howell & Young Advertising, Royal Oak, Mich., to handle its advertising and public relations.

Westinghouse Shows Dry Cleaning Unit for Laundromats

NEW YORK, Jan. 11—Coin-operated dry cleaners are taking their places next to the automatic washers in the neighborhood Westinghouse Laundromat.

Westinghouse Electric Corp. today introduced its entry into the dry cleaner field with the prediction that once the American homemaker discovers this new service, the dollar volume of dry cleaning may surpass that of clothes washers. This would be a sizeable sum, since over $500,000,000 was spent in self-service laundries in 1960, according to the company.

At a press conference today, Westinghouse demonstrated its coin-operated dry cleaner, which handles an 8 lb. load in 45 minutes at an average cost of $1.50. A similar load done at professional cleaners would cost $6 to $7, Westinghouse estimated.

The dry cleaning industry is a $1.8 billion business today, Westinghouse said. And the dry cleaner machine in the neighborhood laundry will actually produce additional dry cleaning, the company predicted. The homemaker will continue to patronize the professional dry cleaner for business suits, good dresses and other items requiring special care—but to the Laundromat, she will bring "second best" clothing, blankets, draperies, bedspreads, etc., which are only rarely cleaned now; she will clean more frequently items now cleaned only when heavily soiled; and she will be apt to buy more items she now avoids because they are tagged "dry clean only."

■ The company also expects the coin-operated dry cleaner to stimulate the sale of more expensive wash-and-wear clothing which the homemaker psychologically refuses to put into an automatic washer.

The immediate marketing approach will be "conservative," as initial over-enthusiasm is feared, according to Frank E. Ross, president of ALD Inc., national distributor of Westinghouse commercial Laundromat equipment. "No dramatic campaigns to sell thousands of units," are planned, but the company will first install modest numbers in sectionally preselected locations.

Initial advertising will be two color pages in all the laundry and dry cleaning magazines, starting in February.

The company will run an experimental ad in the California edition of the March *Reader's Digest* to seek potential new owners of Laundromats.

Herbert Baker Advertising, Chicago, agency for ALD, is handling the campaign.

Westinghouse is still discussing whether to advertise the coin-operated dry cleaner itself or whether to let ALD go it alone. A decision isn't expected until after the first quarter. McCann-Erickson is the major appliance agency, but it may be decided that the campaign should be handled in a special way and another agency given the job, a company spokesman said. #

'American Home' Names Five

American Home has expanded its advertising staff, moving Walter J. Ingram from New York sales manager to the new post of assistant to the general sales manager. At the same time, the magazine appointed Standish K. Bachman, formerly with *Look*, to succeed Mr. Ingram as New York manager. Joseph P. Barbieri and Joseph M. Maloney, of the New York sales staff, were named group supervisors and Armistice A. Lucinatelli, also with the New York staff, becomes regional account supervisor.

Guild Urges Ad Business Hire Agency, Manager

SAN FRANCISCO, Jan. 11—The ad industry should become a "client" in self defense and appoint an agency to create a campaign that would sell the general public on the virtues of advertising itself.

That's what Walter Guild, president of Guild, Bascom & Bonfigli, told the San Francisco adclub today, repeating a speech originally delivered at a closed door session of the western regional meeting of the American Assn. of Advertising Agencies last October (AA, Oct. 24).

"The criticism of advertising will, if we do nothing about it, completely ruin the advertising business," Mr. Guild warned.

As reported exclusively in ADVERTISING AGE nearly three months ago, Mr. Guild urged a campaign on the order of the continuing print effort mounted by the Knights of Columbus for the Catholic Church. The situation, he said, is analogous in that the KC campaign forthrightly replies to biased attacks on Catholic beliefs, just as a campaign of "advertising to advertise advertising" would counter widely held misconceptions of the ad business.

■ Mr. Guild suggested that the agency members of the western region name an ad manager and an agency and undertake to show the rest of the country how the advertising industry should advertise itself.

There has not been such a campaign, he said, "perhaps because we have been too selfish. We have been acting like clients, not like admen," he added, "and it's time we started acting like admen."

He made it clear that he was speaking of a salaried ad manager. "He might not be full-time, but on this project he should be paid, and we should find the money to pay him," the adman said.

A committee created for the purpose and the ad manager should appoint an advertising agency, Mr. Guild continued.

"Certainly this is what we would recommend to a client. And this advertising agency should be

(Continued on Page 104)

McCann Predicts Prosperous '61

NEW YORK, Jan. 13—McCann-Erickson Inc. predicts a prosperous 1961.

In a 30-page report, containing 15 charts, the agency forecasts gains in national output, personal income and consumer expenditures.

Calling 1960 a "confused prosperity," the McCann study points out that "there is now a consensus among business economists that the present composition of trends will lead to a resumption of growth in the American economy in the very near future."

What is still in doubt, according to the study, is how early this business pickup will start—some economists say "within the next few months," others say "by mid-year."

McCann makes forecasts on both the optimistic and less optimistic views, concluding: "What is striking about both sets of forecasts, however, is that barring an unlikely major recession, 1961 business will be prosperous by almost any standard."

Copies of the study—"'60-'69 the Decade of Incentive"—are available upon request. #

sync

sync

sync

Reliable transmission of intelligence requires perfect synchronization of electronic operations.

In radar, sync pulses lock the moving scope trace in step with the rotating antenna.

In the electronics industry, sheer quantity of weekly news makes "sync" esential for fast, reliable transmission.

Electronic News operations are thoroughly sync-ed. A story can break, be covered, transmitted to headquarters, edited, headlined, typeset, proofread, matted, plated, printed and on its way to the reader in less than half an hour.*

*When pressed, we've done it in 20 minutes.

Today's Index
Electronic News®
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
MIRROR
EXTENDS SPECTRUM RANGE
Optical Maser Held

'First Flight' of Massive Shell Push in Dailies Continues; Dealer Views Vary

NEW YORK, Jan. 12—Shell Oil Co. has been dominating many of the nation's leading newspapers since Dec. 27 with six to ten full pages expounding a nine-ingredient story for Shell gasoline (AA, Jan. 2). The new ad approach has drawn mixed reaction from Shell service station operators, according to a multiple-city spot-check by ADVERTISING AGE.

Most station owners or operators were aware of Shell's massive newspaper push, at least to some degree. This may be due in part to a series of district meetings which Shell has been holding for the operators to tell them about the drive and what it is designed to do.

But the opinions on the campaign range from "wonderful" to "worst ever." A lot of the station men doubted the wisdom of concentrating the advertising in one medium.

In many instances those queried said customers have been talking about the newspaper ads, but there was very little indication that the campaign had as yet pepped up sales.

The company said last week that its advertising agency, Ogilvy, Benson & Mather, planned the campaign to run in "flights," or bunches, and that in a week or so the drive would taper off, then pick up later on the basis of something like three pages a week in daily newspapers. In markets like New York and Chicago, the newspapers are scheduled to get a total of 78 pages in 1961.

In the initial phase of the campaign—now in full swing—copy will remain "basically the same" with occasional changes of illustration. Shell will hit hard at its nine-ingredient story and then move to highlighting each ingredient in turn. In addition, different kinds of copy will appear for Shell motor oil, for Shell Chemical Co., and for institutional angles.

■ City by city, here are some station operators' reactions:

New York

Only a few dealers checked in the New York City marketing area were enthusiastic about the campaign, but many said it was "all right," or "a good idea." One Nassau County manager termed it "the worst piece of advertising I have ever seen."

This dissident operator said several of his customers told him the ads contained too much reading matter. "I started reading it myself, but got discouraged," he said.

■ Two dealers in Queens County objected to exclusive use of newspapers—one wanted more radio and tv; the other wanted larger signs for his station. A third Queens dealer said he liked the campaign because it was "something different."

A Shell dealer who liked the idea of concentrating on newspapers objected to the long copy. "The public doesn't want all those damn words," he said. "Four, five, six words, a paragraph are okay, but not all those words."

■ Two stations checked in northern New Jersey said business was brisk, but did not know if it was due to advertising. One approved the campaign, and said he had received many favorable comments on it from customers. The other busy owner told an AA reporter: "Listen, do you want a job? If you don't, keep it short."

A station operator in South Norwalk, Conn., who had heard of the campaign but had not seen the ads, said sales were up substantially—"I don't know if it's the advertising or what."

Four dealers checked in Brooklyn were unimpressed with the new campaign, with no comments beyond "everything helps." The retailers indicated they would prefer some broadcast advertising, particularly tv.

Chicago

Most Chicago area Shell station operators checked by AA are satisfied with the newspaper drive. Several felt other media should be used in addition to newspapers, but others felt domination in a single medium was the way to get attention.

A number of dealers reported some increase in sales, along with customer comment on the ads. One said the campaign "is doing as much for us as radio ever did."

Three or four dealers said that after attending the dealer meetings telling about the campaign, they felt it will help business. "It's a new approach," one said. "It's a good idea, and I hope they keep it up."

A south side dealer said he was "willing to go along" with the campaign, but added that if Shell "spends as much money this year as they have in the past and use only newspapers, they will be wasting their money."

Two Evanston dealers checked said they were aware of the campaign but had noticed no increase in business.

San Francisco

Three of four Shell station operators checked did not like the concentration of advertising in one medium. But the fourth retailer said, "It's sort of like bringing all the big guns to bear on the subject."

The operators noted very little consumer reaction so far. One said: "Only one customer has mentioned the ads to me so far and he didn't like them either."

Another man, favoring the use of several advertising media, commented: "I don't like the idea of putting all the ad eggs in one basket. We need diversification of promotion in this business. Hell, I'd go broke if all I did was to sell gasoline."

Los Angeles

There was a variety of comment about the ad theme, but no enthusiasm. One operator said the ads "were too long, in too fine print." Another said "a good idea done well."

Three of the four didn't agree with the use of newspapers. The fourth said newspapers "are as good as any other medium." The other three suggested radio and/or television. One said "not enough people read newspapers." Another said Californians are sports conscious and advocated radio or tv spots.

St. Louis

A group of 100 St. Louis Shell dealers attended a meeting last week where the newspaper ad campaign was presented to them. Page ads in both the *Globe* and *Post* began here Dec. 27. The drive continues with three to four ads each week.

Individual station managers said it is too early to note results. So far customers have not mentioned the ad.

Some operators think the newspaper ads will boost sales. One station owner, however, thinks the ads are too technical and people won't read them. He said if ads stress service and urge people to take care of their cars better this would influence sales. He said owners today neglect cars, and an ad which explains what is done when a car is lubricated and what should be done every 1,000 miles to insure safety would be better than technical information.

Detroit

Shell station operators reported no sales boom since the newspaper campaign started, but they blame this not on the ads but on unemployment in the automotive industry here.

Three of four operators checked said they had received customer comment on the ads, most of it favorable.

Three of the four men also commented that they liked the Shell newspaper ads. The fourth man had not seen the ads. All four favored using other media in addition to newspaper advertising.

Washington

Two or three Shell station operators checked in this area voiced dissatisfaction with Shell's one-medium campaign. The third, however, said, "Newspapers are a wonderful medium in spite of tv."

But another operator complained: "You go home every night and sit down in front of your tv set, and every four minutes what hits you in the face?—an Esso sign, bigger than hell."

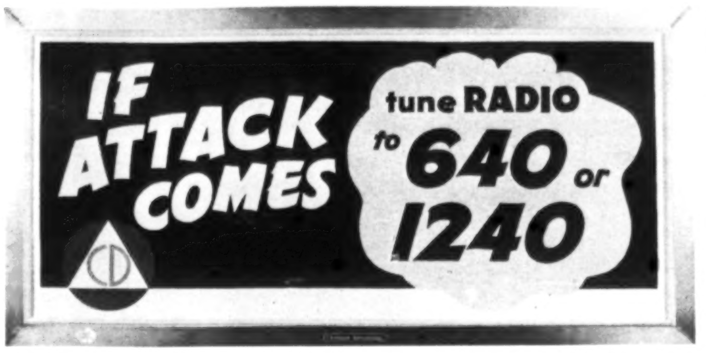
Only one of the three men reported any increase in business since the campaign started.

The newspaper ad copy was criticized by one station operator, who expressed doubt that readers would comprehend the information. Another operator said several customers have asked what TCP (a Shell ingredient) was. "When you read the ads, they don't tell you," he said.

Seattle

One operator said, "The campaign is superb, but they need to change the copy. They have changed the pictures but they say the same thing." Several customers have commented on the campaign, he added. One said he was getting better mileage with the new gas, but another said the company ought to spend the money on the product instead of on advertising.

■ The proprietor of a station on Aurora Ave. said, "I think the ads are pretty good; they have brought us a lot of comment, mainly by people who would like to know about the additives. The bad thing was that we did not get any material from Shell; we had to write down the nine points ourselves to tell people who asked us what they were." This dealer said, "We picked up some new customers—five or six who worked for the newspapers and said they were switching to Shell." #



DEFENSE CONTRIBUTION—*This 30-sheet poster is to be displayed at 12,000 locations in more than 600 areas in the country by outdoor advertising operators on receipt of a strategic warning from the U.S. office of civil and defense mobilization. The industry's contribution has a space value of more than $475,000. About 130,000,000 people would see the posters. Post-attack information would also be provided.*

Bishop Revises Statement to SEC

WASHINGTON, Jan. 12—The Securities and Exchange Commission was ready to consider its next move in the Hazel Bishop stock registration controversy today, after the company filed a statement, agreeing that it had a net operating loss of $707,996 in 1959, instead of the net income of $102,258 reflected in the prospectus filed in October.

The company has been seeking to clear the way for public offering of 1,274,823 shares of stock. But SEC has contended that the prospectus does not properly report the company's financial history or the hazards of the cosmetic business (AA, Oct. 31, '60).

In an effort to satisfy the commission's demand for fuller disclosure, the company filed a stipulation which points out that its advertising expense during 11 months of 1960 equaled 22% of net sales. While it realized a profit in spite of a dip in sales, the statement said the company cannot predict "if advertising amounting to 20% of sales will have a continually favorable result."

■ Over a ten-year period, the company said, it spent $30,000,000 in network tv. It reported it had commitments for $240,000 in October, 1960, $135,000 for November and $25,000 in December. The statement said that as of mid-December, it was committed for $270,000 for January and February, 1961, but, it said, this could be renegotiated downward, because of "changes in the network advertising market."

■ Included in the material now before the commission were exhibits showing how Hazel Bishop stock spurted after an item appeared in Walter Winchell's column.

In its order to the company, SEC had asked about factors which may have affected the price of the stock. Its information now includes a recitation which shows that sales on the American Stock Exchange rose to 574,600 shares in June, after the Winchell item, compared with 28,500 shares the previous month. From $5.875 on June 5 before the item appeared, the stock went to $10 on June 14.

The controversy over 1959 earnings hinged on the bookkeeping treatment of a $1,110,619 item for tv time incurred while the company was under the control of Matthew Fox interests. The company had taken the position that its prospectus reported that advertising expense had been reduced for 1959 to reflect the spot tv debt, which was rescinded by Fox interests under the agreement which returned the company to Raymond Spector. The new figures were based on the use of accounting systems consistent with preceding years. #

Million Market to Rate Ads

NEW YORK, Jan. 13—Million Market Newspapers announced an expanded research program today, which will provide a rating system for national newspaper advertising similar to evaluations in other print media. The studies—which will be conducted about 20 times in 1961—begin March 1, and will be conducted by Daniel Starch.

In addition to measuring advertising effectiveness, the program will also make available data on readership, copy effectiveness, product acceptance and markets.

The new service, called the MMN Index, is a result of $100,000 spent in research last year, which involved studies by the George Gallup organization, and by Starch.

Gallup studies turned up an interesting set of pluses and minuses for newspapers. The minuses consist of attitudes in agencies and advertisers: (1) a feeling newspapers aren't progressive and alert and are "old hat"; (2) uncertainty about how to use newspapers effectively; (3) a feeling that success stories of newspaper advertising are lacking, and uncertainty among agencies and advertisers about newspaper selling power; (4) a common view that newspapers are too expensive, and only affordable by large advertisers; and (5) that newspaper space is difficult to buy.

■ The pluses involve basic newspaper strengths: (1) the proper place for news about products is in a newspaper; (2) the newspaper is closely identified with the market, and is attuned to local conditions; (3) newspapers reach a much higher proportion of "in-the-market" prospects than tv or radio; (4) because they carry the bulk of retail advertising, newspapers have a close and natural association with local retailers; (5) daily newspapers are read by 71% of U.S. households daily; (6) daily newspapers reach more homes on a typical day than any other medium; (7) 81% of the readers spend 15-90 minutes with their daily newspaper, and the number of readers per paper is 2.5; (8) six of ten daily newspaper readers say they consult the newspaper before they shop; (9) 78% of daily newspaper readers prefer their paper with advertising; (10) advertising and classified advertising are regarded by readers as the most useful feature or section of a newspaper; and (11) readers spend over $3,000,000 a day for newspapers.

Mixed System of Fees, Commissions Seen by Panelists

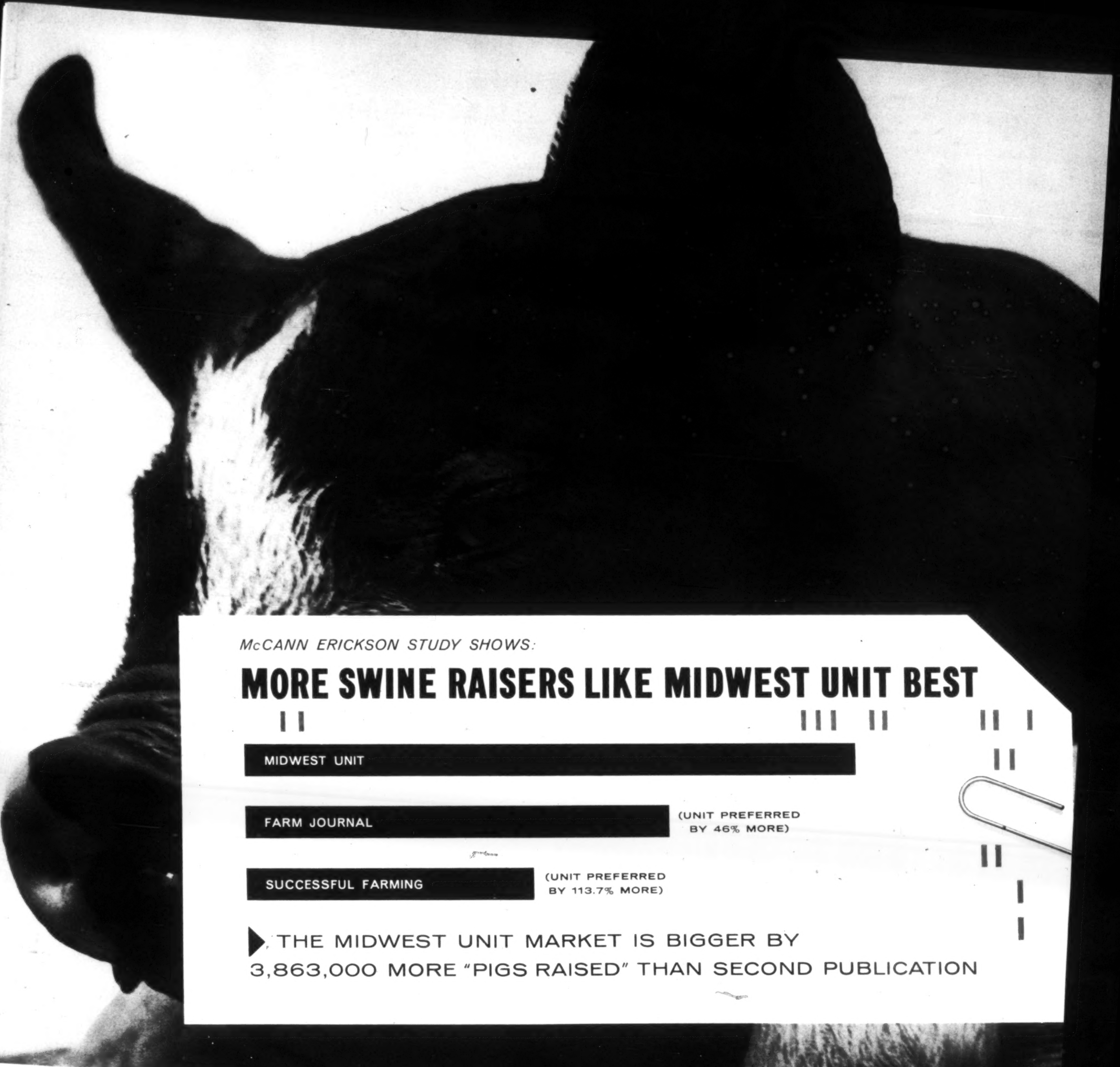
NEW YORK, Jan. 10—A panel of senior editors of *Business Week* gazed into the crystal ball at a meeting of the Assn. of Industrial Advertisers here yesterday and predicted, among other things, that the ad world would eventually settle for "a mixture of the fee and commission systems."

The prediction came from Richard L. Waddell, marketing editor, who said the emphasis probably would be on the fee system.

Mr. Waddell was answering the question, "What is the future of the flat fee, as against the 15% commission?"

Referring by implication to the Shell-Ogilvy arrangement, he said: "I think the big 'do' this year is an indication of things that are going on below the surface. Agencies as well as advertisers are seeking modern means."

He added that advertisers nowadays are looking for services "beyond the commissionable area." #



THE MIDWEST UNIT MARKET IS BIGGER BY 3,863,000 MORE "PIGS RAISED" THAN SECOND PUBLICATION

Your Unit bonus: Top choice with top income farmers

In every classification—swine, dairy, poultry, corn, cropland, tractors, trucks—total preference and preference of the top producers go to Midwest Farm Paper Unit. The new McCann Erickson study is packed with useful, unbiased facts and figures. It gives you a new measure of your sales potential in "the world's richest farm market"—a new gauge of effective advertising coverage. Write your nearest sales office for a free copy of this eighty-two page study now.

The UNIT STATES OF AMERICA
N DAK
MINN
S DAK
WIS
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NEB
ILL
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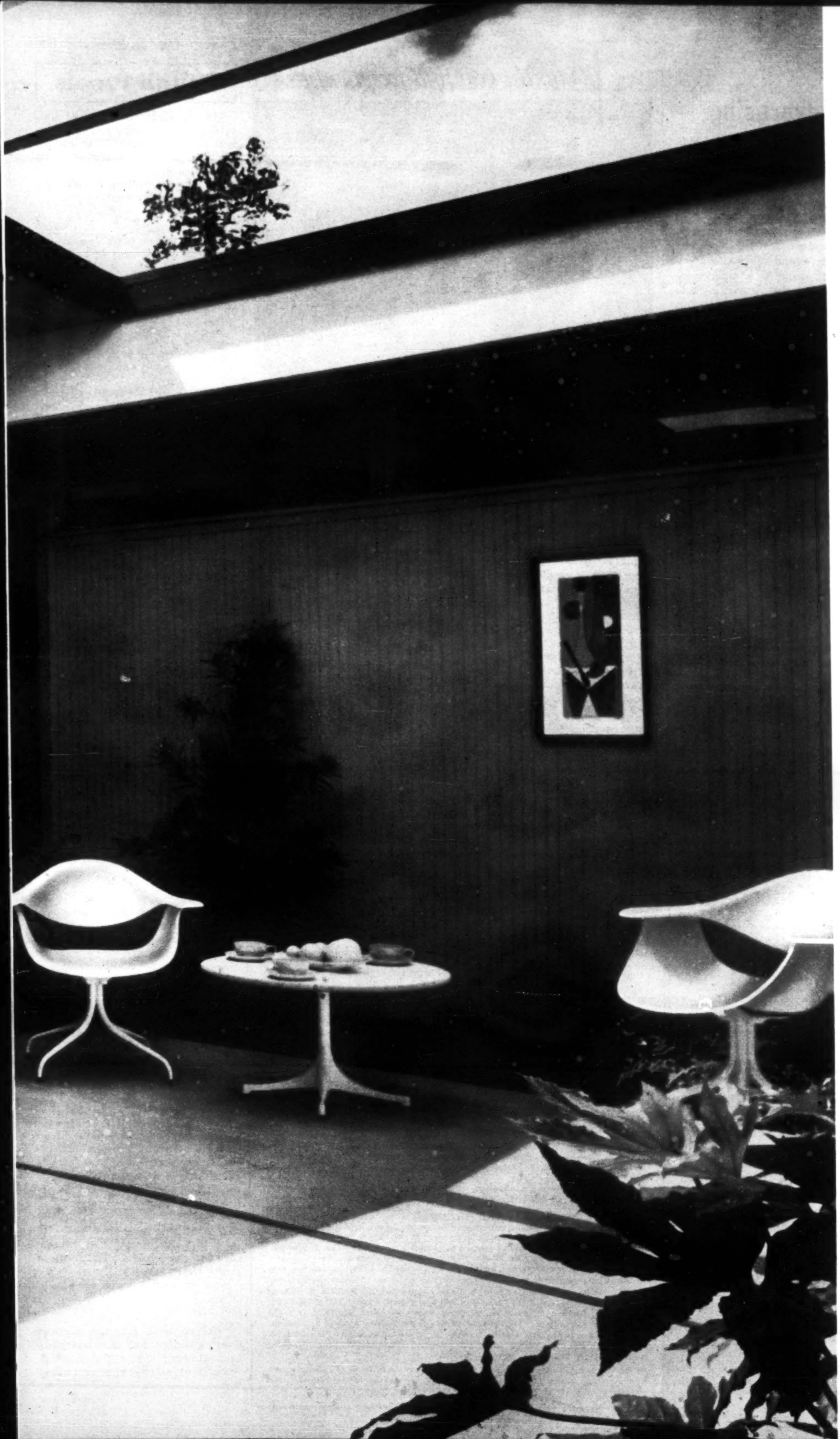
MIDWEST UNIT *Farm Papers*

Nebraska Farmer
Wisconsin Agriculturist
Prairie Farmer
Wallaces Farmer
The Farmer

SALES OFFICES AT: 35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, New York • 110 Sutter St., San Francisco 4
159 S. Vermont Ave., Los Angeles 4.



MORE NEW HOMES THAN ANY OTHER BIG MAGAZINE

American Home features more new homes than any other major magazine . . . and more merchant-built homes than all the others combined! American Home is all about homes . . . contemporary and traditional; ranches, splits and colonials; big ones and small ones; luxury ones and economy models. Where there are homes, there are appliances, furniture, carpeting to be bought. There are garages to be filled, lawns to be mowed—sales to be sowed. The building boom is on at the new American Home. Ad orders for '61 are soaring above last year. Newsstand sales are booming, too, with bigger gains than almost any other magazine.

Isn't it time to come on into the beautiful, bountiful world of American Home?

AMERICAN
HOME

A CURTIS MAGAZINE
READ BY 12,000,000
MEN AND WOMEN.

PHOTOGRAPH FROM AMERICAN HOME

The Editorial Viewpoint . . .

The Teaching of Advertising

There is a continual dither in academic and advertising circles over the teaching of advertising, and particularly over the content and composition of advertising courses.

Just a week or so ago Bart Cummings, president of Compton Advertising, spoke about the growing scarcity of competent creative agency personnel, and indicated that two steps must be taken to help develop the supply: Institution of extensive in-shop training programs within agencies to develop creative talent, and increased recruitment of promising candidates from colleges and universities.

At about the same time, advertising teacher members of the American Marketing Assn. were reviewing the problems of teaching advertising in colleges and universities, and insisting that a better job can be done if advertising develops more stature as an academic discipline. Most advertising courses at present stress theory rather than practice, and a survey among members of the group indicated that this state of affairs is all right with the teachers; in fact, they seem to lean toward more academic treatment, rather than less.

This is all right with us. We have long felt that there is too much effort to turn our institutions of higher learning into trade schools, and that the teaching of trade skills can be done much more effectively and much more quickly in on-the-job training than in academic halls.

But all this discussion of how to teach advertising to prospective workers in the advertising vineyards seems to us to ignore the single most important aspect of the teaching of advertising. That is—advertising should be taught to students who have no intention of becoming admen, as something they must know if they intend to become business men in any capacity.

Presumably there is no school of business in America in which the student is not required to take accounting; there is no school in which economics is not a required subject; and such subjects as the law of business, pricing theory, etc., are also normally required. But while advertising is frequently an elective in business schools, it is not normally a required course.

This is one of the gravest oversights in business education at the present time. In almost any business you can think of, and in almost any general business capacity, some basic knowledge of what advertising is all about, how it works and what can be expected from it, is at least as essential as a basic knowledge of accounting or business law, or the theory of pricing.

A rudimentary course in advertising—designed specifically to acquaint business students who do *not* intend to enter the advertising field with a general knowledge of what advertising is and how it works—ought to be required in every business school.

In terms of increasing the effective use of advertising, and of facilitating the operation of the advertising mechanism, educating business students who do not intend to become advertising practitioners is every bit as important as improving the education of those who intend to enter the advertising field.

The Mortality Statistics

While advertising continues without question to be a young man's business, we are beginning to question whether it is actually such a killer of young men as most of us in the business have always assumed.

The question arises from Advertising Age's own annual compilation of the age-at-death of advertising men, and the fact that in recent years, the average age at death of admen whose obituaries have appeared in these columns has tended to be 60 or a little better. Despite the fact that the average age at death of those in allied fields, like publishing and broadcasting, was 66, and that recent similar studies of dentists and doctors showed average age of almost 69 at death, we're losing our once firmly held belief that the adman who lives to achieve retirement is a very unusual fellow.

For one thing, we know too many retired admen; for another, we are more and more convinced that, just because advertising is a young man's business, our obituary figures are weighted downward. For example, the youngest adman whose death we reported during 1960 was 25—and it is pretty hard to find either a doctor or a dentist who has completed his schooling and achieved that title at so tender an age.

At any rate, we find the figures somewhat reassuring—especially when we note that a similar survey for 1960 among automobile dealers showed an average age at death of 59.

Speaking of Dentists...

We still find the antics of the American Dental Assn. in the field of product advertising something to wonder about. Having "recognized" Crest toothpaste as effective in fighting tooth decay, it is now asking retailers not to imply "endorsement" or "approval" of Crest, but merely "recognition."

This is the same kind of mealy-mouthed weasel that the association likes to denounce so vigorously in toothpaste advertising.

Gladys the beautiful receptionist

—Burt Kaufman, Boston.

"It's so bad now that he even checks the Starch rating of his laundry!"

What They're Saying . . .

Comments on TV Editorials

That editorials must be honest, fair and dedicated to the betterment of the community is obvious. That they be provocative and challenging is certainly desirable. Of course, it is impossible to have a red-hot controversial subject every day of the week, week-in, week-out. And, it's much easier to take the safe approach in favor of patriotism, motherhood and against sin. But, do this, and you may as well forget the whole idea. People simply won't respond unless you have something to say—and say it.

—From a speech, "Editorializing and Sales Influence," by Terry H. Lee, vp and managing director, WAGA-TV, Atlanta, at the TvB annual meeting in New York.

Advertising As a Public Service

An issue of "Grey Matter," published by Grey Advertising Agency, raised the question, "What is advertising's social responsibility?" I believe the phrase "social responsibility" means advertising must exclude both bad taste and untruth. In this modern age our responsibility in advertising is not merely to move the nation's products to the consumer, but to make advertising a genuine public service that is honorable and successful, and that must be built upon truthfulness, accuracy and good taste, founded on the basic purpose of creating a desire to buy.

—"Repros," published by G. W. Head, vp, Advertising Federation of America in charge of company members.

Subversives Everywhere

Advertising Age says that one manufacturer expects the new weight-control products—promoted by advertising now running at the rate of $20,000,000 a year and expected to increase—to become part of the American way of life. Judging by those we know who have used these products there are reasons to doubt that the meal-in-a-glass business is going to become an important part of our daily life. But assuming that the present volume doubles, to $250,000,000 annually, it seems likely that it will not be the dairy, food or drug companies, or the chain stores, which will benefit most, but rather the advertising agencies.

—Weekly Market Letter of Goodbody & Co., member, New York Stock Exchange, Dec. 6.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The question most school kids getting an extra supply of information about the Civil War on the 100th anniversary of its beginning are going to ask is how such a knock-down-and-drag-out struggle could be called "civil."

•

Now that some radio stations are accepting advertising of hard liquors, after the agencies have twisted their arms, they will probably suggest that the products be promoted with soft sell.

•

This Week Magazine refers to "today's savagely competitive market."

That's right—all those new brands are planning to push the old standbys right off the shelves.

•

John Veckly of U. S. Steel was chosen by *Industrial Marketing* as the Industrial Advertising Man of the Year because his ads "made steel look like the latest thing from the laboratory."

Steel men insist that it is.

•

"Don't exaggerate Crest claims, ADA asks retailers."

P&G is sticking close to dental association "recognition," translated by the retail trade into "endorsement."

•

At last someone has come up with a definition of s.o.b. other than the one preferred by Harry Truman.

The *Post* says the initials stand for "senior outdoor buyer."

•

"Burgeoning magazine needs a chief," a classified ad says.

That's not bad—lots of publications have too many chiefs and not enough Indians.

•

Leo Burnett is an advocate of "warm sell," which means letting the copy simmer on the back burner until the temperature rises to the point labeled "enthusiasm."

•

Marion Harper Jr. says suburbia couldn't exist without the two-day weekend and the 40-hour work week.

And the way some commuter service operates, that work week is going to get shorter still.

•

Now they're talking about Union Carbide's instant beer, which threatens to strike a blow at advertising's most treasured symbol, the hallowed figure of the traditional brewmaster.

•

"Every dollar the p.a. saves," says *Purchasing*, "is a dollar more profit (less taxes)."

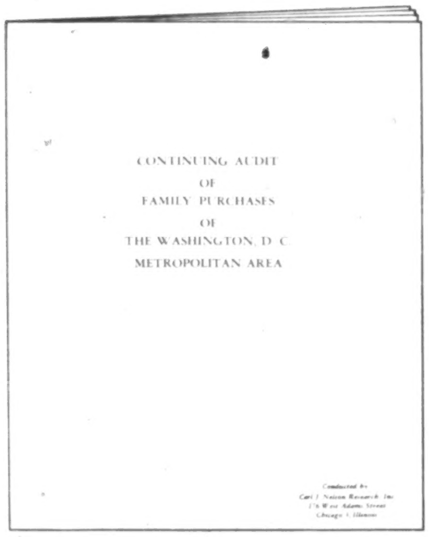
And of course taxes take only 52%.

•

"Human head for sale. Perfect working order, full size, available immediately," says a classified ad.

Fine, just as long as it isn't oversize.

Copy Cub.



CONTINUING AUDIT
OF
FAMILY PURCHASES
OF
THE WASHINGTON, D. C.
METROPOLITAN AREA

Conducted by
Carl J. Nelson Research, Inc.
176 West Adams Street
Chicago 3, Illinois

Get details now on the new Washington Post Audit of Family Purchases covering 68 grocery, 13 toiletry, 15 furniture and appliance, 16 ready-to-wear, 3 alcoholic beverages and 6 automotive commodities . . . one of the most complete advertising and sales measuring facilities available in any market in America.

For details contact
National Representatives: Sawyer, Ferguson, Walker Company
New York Chicago Detroit Philadelphia Atlanta San Francisco Los Angeles

19th BIE
FEATURING
MATERI
FOR
PROCESS
DIRECTORY OF
MATERIALS MANUFA
INVENTORY OF
MANUFACTURERS' LI

In 1960, for the 58th consecutive year..."the magazine for the technical decision-maker" again leads CPI publications in total advertising pages*

*(Display & classified)

CHEMICAL ENGINEERING RE-INVESTS YOUR AD DOLLARS IN A CONSTANTLY IMPROVED PRODUCT . . .

STEPPED-UP EDITORIAL READERSHIP... Most recent Reader Traffic Studies, (May, 1960) shows 30.6% more readers start to read articles in CE as against the average for studies in 1954-56. Average readership score for those who "read one-half or more" of article, 21.4% higher.

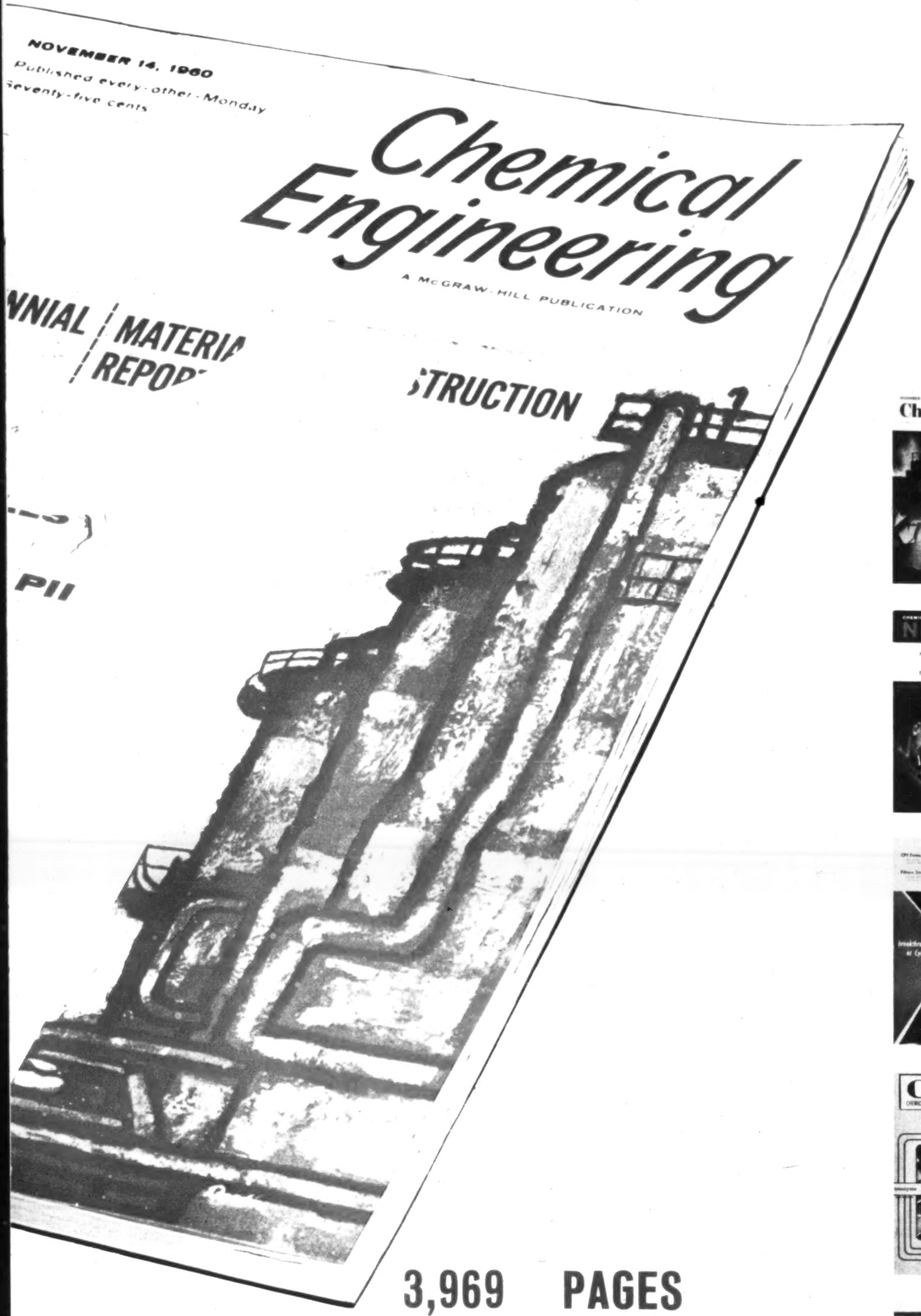
MORE EDITORIAL PAGES . . . We ran 6% greater editorial volume in 1959 over '58 . . . increased editorial pages again by 7% last year over 1959. Many areas have been strengthened, new departments added.

IMPROVED EDITORIAL PRESENTATION . . . Redesigned in 1960 with new typographical dress, picture and layout treatment.

INCREASE IN PAID SUBSCRIBERS . . . In Chemical Engineering's three years as a bi-weekly, ABC circulation has progressively grown from 44,103 (Dec. '57) to 49,060 (June, '60). The Dec. '60 audit will pass 50,000, a record high.

RENEWAL PERCENTAGE CLIMBING . . . Just feel CE's pulse – renewal rate 63.09% in Dec. '57 – 66.34% by Dec. '58 – 66.95% in Dec. '59 – 68.31%, June, 1960.

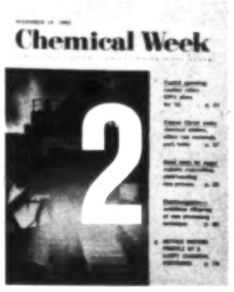
ACCELERATED INQUIRY PRODUCTION . . . In 1959 we produced 11.3% more inquiries-per-item in Reader Service as against '58. And right now, inquiry production is running about 19% higher than '59.


NOVEMBER 14, 1960
Published every-other-Monday
Seventy-five cents

Chemical Engineering
A McGRAW-HILL PUBLICATION

NNIAL
MATERIA
REPOR
STRUCTION
PII

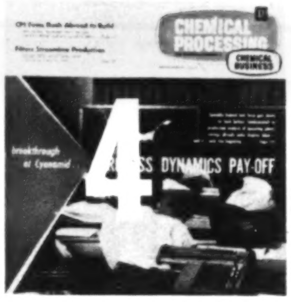
3,969 PAGES


Chemical Week
2

3,877 PAGES

CHEMICAL & ENGINEERING
NEWS
3

3,697 PAGES


CHEMICAL PROCESSING
CHEMICAL BUSINESS
breakthrough at Cyanamid
PROCESS DYNAMICS PAY-OFF
4

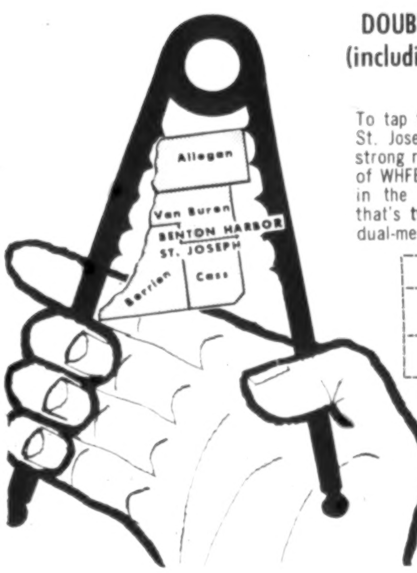
1,884 PAGES

CEP
CHEMICAL ENGINEERING PROGRESS
5

930 PAGES

733 PAGES

NOTE: SOURCE, INDUSTRIAL MARKETING, JANUARY 1961.



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:

POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc.
and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

'Cincinnati Enquirer' Issues New TV Magazine

The *Cincinnati Enquirer* has brought out a new 72-page tv magazine for its Sunday editions, with the pocket-sized booklet making its first appearance on Jan. 8. Advertising has been limited to no more than 40% of the entire content, and all advertising space has been sold for the first 13 weeks.

The *Enquirer* is promoting the new tv magazine with space in 40 newspapers in its circulation area, radio spots on 12 stations in seven major markets, more than 300 tv spots on three Cincinnati stations, 175 outdoor signs and outside bus cards.

Hoover Joins Roper

Charles M. Hoover has been appointed director of marketing of Geo. D. Roper Corp., Kankakee, Ill., manufacturer of gas ranges. Mr. Hoover formerly was general sales manager of Marquette Corp., Minneapolis.

Use Live Models, Industrial Admen Urged by Stewart

CHICAGO, Jan. 10—Even though a semi-clad female figure may look sexier in print than on the stage of a live commercial presentation, it can also be used in industrial advertising in almost limitless ways, all in good taste and with good effect . . . if it is done properly.

A semi-nude, available in various degrees of clotheslessness, is one of an endless spectrum of devices that can be used to attract and hold attention in advertising, "devices that advertisers don't use often enough."

These are opinions of John H. Stewart, account executive of the Jam Handy Organization, who described the use of models—live, miniature and new product—at a luncheon of the Chicago chapter of the Assn. of Industrial Advertisers.

Mr. Stewart admitted that a shapely, scantily clad model has a distraction effect in addition to her attraction value, but insisted that under expert direction she can be presented in harmony with almost any product.

■ Terming models—live and otherwise—excellent means of getting and holding an audience's attention, he pointed particularly to the "human qualities" of adaptability and specialization offered to advertisers by trained performers.

According to Mr. Stewart's definition, the concept of models encompasses a choir chanting a commercial message in a manner reminiscent of the ancient Greek theater. This, in fact, was a part of a very successful sales convention presentation staged by Handy for the Brunswick-Balke-Collender Co., he said.

Mr. Stewart stressed the flexibility of the various devices that advertisers can use and the easy availability of talent. He pointed out that many of the techniques of getting attention that are used today were also employed 2,500 and more years ago. He especially urged increased use of the techniques of the theater in commercial presentations. =

Starrs Adds Two Accounts

Safeguard Corp., Lansdale, Pa., manufacturer of accounting systems, and Boland & Boyce Engineering, New York, have appointed John Patrick Starrs Inc., New York, to handle their advertising. Yardis Advertising Co., Philadelphia, is the former agency of record for Safeguard.

Barrett Joins KBAK-TV

John Barrett, previously with KLYD-TV, Bakersfield, Cal., has been appointed assistant general manager and national sales manager of KBAK-TV, Bakersfield.

PUBLICITY

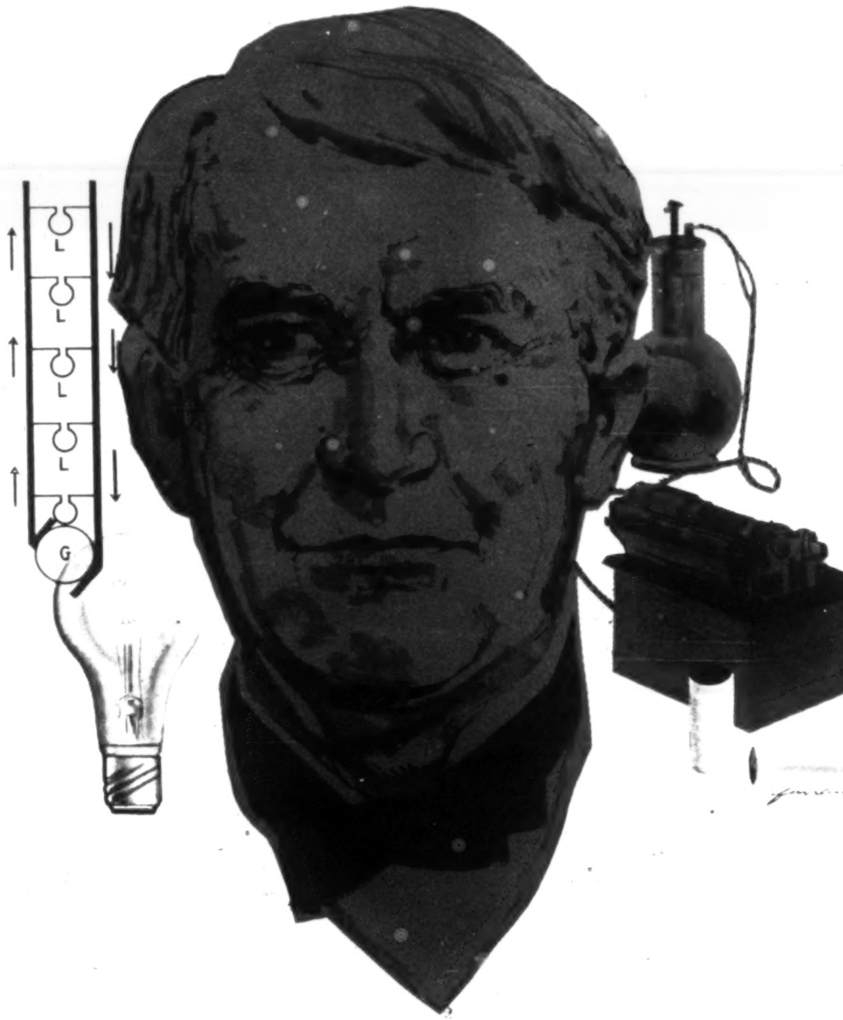
in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches **all** editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY, N. Y. 36

KNOW HOW

A curious mind and an insatiable desire to turn impractical ideas into workable and useful devices . . . these are the elements which put the stamp of "Know How" on Thomas Alva Edison. It resulted in more than 1,000 patents during his lifetime. This same desire to make the best even better is what also earns the "Know How" approval of advertisers and agencies for today's quality-minded radio and television stations.



WFAA dallas • radio & television

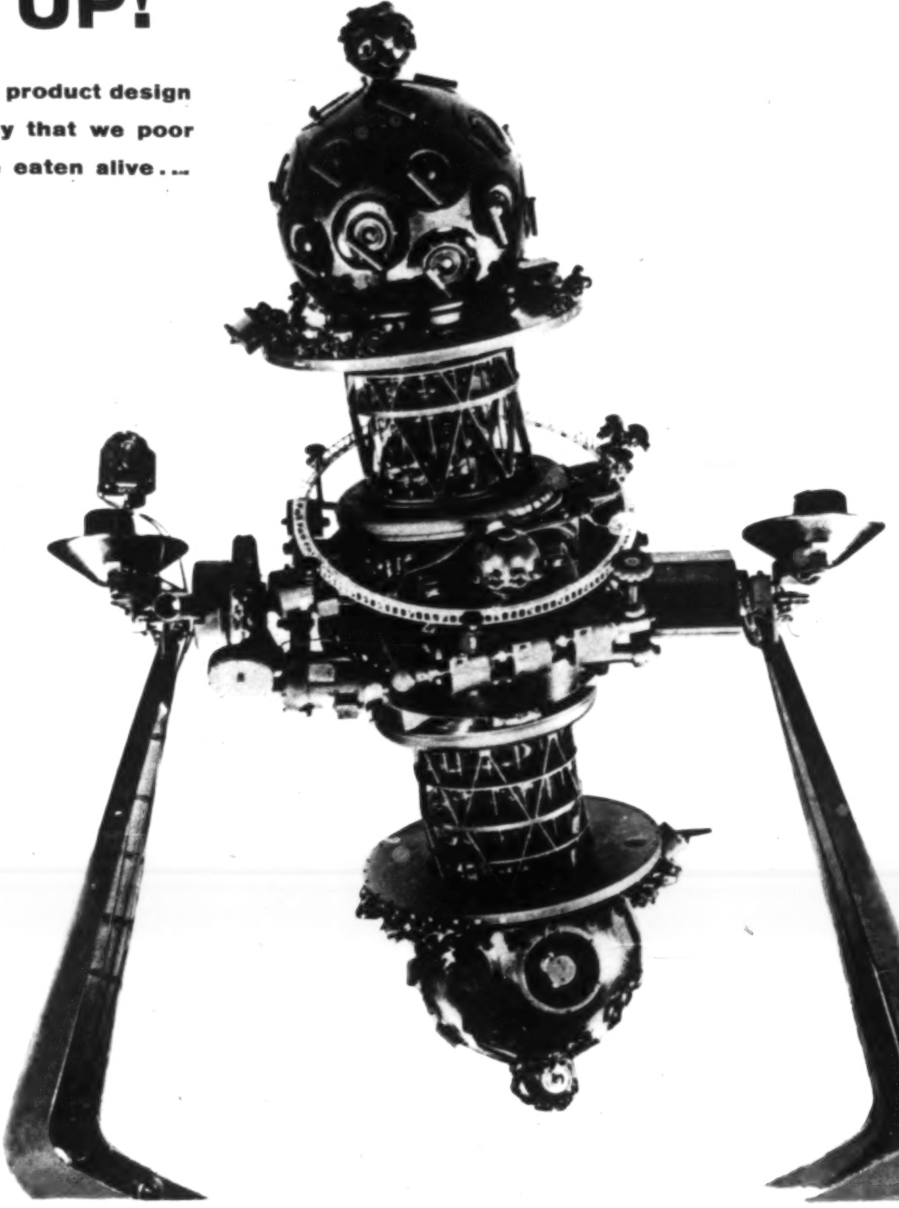
Represented by
Edward Petry & Co. Inc
The Original Station Representative

Your "Quality Touch" Stations!

SERVING THE GREATER DALLAS-FORT WORTH MARKET
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

WATCH OUT! IT CAN GOBBLE YOU UP!

In the 5,608 elapsed days since World War II, product design engineers have made such technological hay that we poor marketing men better move like mad, or be eaten alive....



Chuck away old habits, handbooks and Model-T marketing tools. Can't slice industry up like cheesecake any more. Can't line up buying influences like little tin soldiers. Can't pigeonhole business papers into handy-dandy slots. Industry has parlayed itself into a complex that demands new understanding, inspired thinking.

And today no single area can challenge your imagination more than the *Original Equipment Market,* the makers of engineered machines-of-motion. Polygamous by nature, sharing bed and board with no one industry . . . the OEM is literally anything with moving parts, from your wife's electric can-opener to the new monster projector illustrating this page (engineered by Carl Zeiss for New York's Hayden Planetarium). Simple to sophisticated . . . washing machine . . . machine tool . . . missile enroute to the moon.

Most industrial markets "replace" . . . this one consumes

The OEM is industry's true "mass market". It's the hungry buyer of materials, components, parts, finishes. It uses up, wears out, obsoletes, *consumes.* Suppose you make a bearing, or motor, or belt. Because you're a great salesman, one is going to be on every car off the line this year. That means every few seconds, twenty-four hours a day for 365 days, your special "whoosis" will be manufactured into a new automobile. And you've barely scratched the total market!

What better time than right now to take a good new look at the men who *are* this market—the nation's *design engineers,* and the businesspapers they are exposed to.

A fresh approach to understanding OEM media

There are three publications most people look at when they look at the OEM. These businesspapers have roughly comparable numbers of circulation. They carry about 50 percent of all the available ad pages. Other than the fact that each is manufactured of paper and ink, this is about all they have in common.

In truth, it is their "unalikeness" that should intrigue you most.

The big difference is an editorial difference

Product Engineering is edited to meet *all* on-the-job reader interests of design engineers . . . to help solve design problems, to develop design ideas . . . and *to lead design thinking.*

What about the other two general design publications? Don't they do all this? They don't attempt to. Don't claim to. Like we said, they're different.

Do they help develop design ideas? Solve design problems? To what degree? With what success? Frankly, we don't know. Besides, we're biased. Why don't you ask some of your design engineer friends whose opinion you respect. Ask them if they could have only one of these magazines which one do they feel they couldn't live without.

PRODUCT ENGINEERING leads design thinking

PE is unique, you see, not because of its universality. Nor its completeness. Nor even its imperative timeliness . . . the freshness of what it prints and its essential weekly frequency. Product Engineering *leads design thinking.* And because it does this, its readers are men who think. Now you've got your finger on it.

PRODUCT ENGINEERING is edited to meet all on-the-job reader interests of design engineers . . . to help solve design problems, develop design ideas . . . and to lead design thinking.

What does that make the readers of the other two design books? Mental and monetary deadheads? We'd say yes if we thought we could get away with it, but we both know better. But it is true their content makes far lesser demands on their readers' time and talents . . . therefore isn't it logical they would acquire men of lesser capacities as fans? Like attracts like.

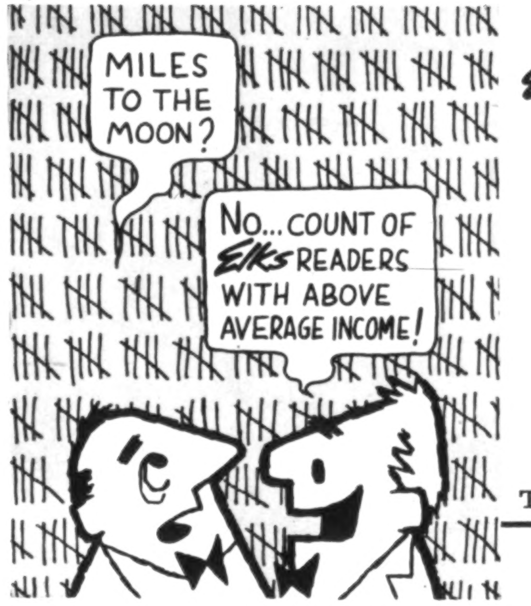
A sensitive difference so significant to your net profits

Your salesmen tend to call on design people by rank and title. They seldom have any other guide. But your advertising doesn't have to. Not if you want to get in on big volume OEM business right at the beginning . . . the first scratches a thinking engineer makes on the back of an envelope, the baby blush of an idea in his brain, his imagination taking fire. Not while you've got PE. After all, don't you, too, want to lead design thinking . . . *in your direction?*

PRODUCT ENGINEERING

". . . it leads design thinking!"

McGraw-Hill Weekly for Design Engineers ABP ABC 330 W. 42D ST., NEW YORK 36, N. Y.


MILES TO THE MOON?
No... COUNT OF Elks READERS WITH ABOVE AVERAGE INCOME!

Elks median income again leads that of all other men's magazines regularly surveyed in the Starch report.

1.2 million Elks are *first* in median income with $7176 . . . *first* in percent of readers earning $10,000 or more . . . *first* in more ownership classifications than any men's magazine reported.

Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet—"The ELKS Market."

THE Elks MAGAZINE

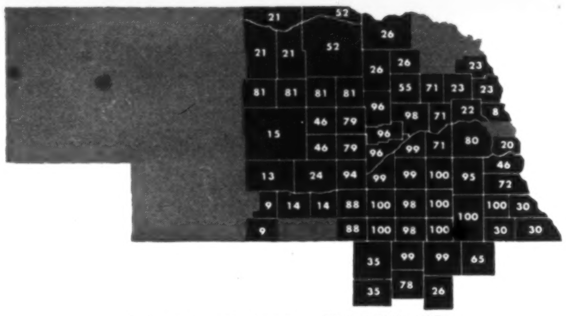
New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU'RE ONLY

HALF-COVERED

IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

To cover the big markets in Nebraska through TV, you've almost *got* to reach Lincoln-Land. And to reach this big, rich market, you've almost *got* to use KOLN-TV.

Here's why: KOLN-TV is the only station that really *covers* the area. Latest Nielsen credits the station with 57,000 Lincoln-Land homes during prime 6 to 9 p.m. viewing time.

And KOLN-TV's cost-per-thousand figures for night-time network shows might happily surprise you. Ask Avery-Knodel for the facts on KOLN-TV—Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	69,700 homes
Father Knows Best	77,700 homes
6:00 p.m. News	76,000 homes
10:00 p.m. News	64,000 homes

*February Lincoln NSI

The Fetzer Stations
AM—TV—FM
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Martin Mayer, who wrote "Madison Avenue, U.S.A.," has been commissioned to do a history of Ted Bates & Co., to appear in mid-1962. Under an unusual arrangement, no Bates people will see any part of the book until it reaches finished form, no changes will be made unless Mr. Mayer agrees to them, and he has the right to withdraw his name as author if there's any argument over what's included in the book, which becomes Bates property . . .

William Lewis, board chairman of Kenyon & Eckhardt, sent out unusual holiday greetings to friends in the form of an enlarged reproduction of a Kodachrome slide he made of Gaudi's Holy Family Cathedral in Barcelona, Spain . . . And in lieu of Christmas gifts from the Gregory-Giezendanner Advertising Agency, Houston, **Mr. Gregory** and the wife of the late **Mr. Giezendanner** announced that the money would be placed in a memorial fund for Mr. Giezendanner at the Texas Children's Hospital, one of the adman's favorite charities . . .

AD AGE's Dec. 26 issue turned out to be something of a reunion-in-print for the family of **Robert Weeks Barron**, tv producer at N. W. Ayer & Son. On Page 30, in a story about ex-showmen in advertising, AA recalled Bob's early career as a Broadway juvenile player, and on Page 32 AA pictured Bob in his role in the movie "Muddy Waters." At the top of the same page—quite by coincidence—AA ran a picture of Bob's aunt, Ada Mae, film star of the '20s (posing with her leading man **Walter Craig** of Norman, Craig & Kummel). And then on Page 36—by a further coincidence—Bob's mother, the actress and model **Marion Weeks**, was pictured in an ad for WBNS-TV, Columbus . . .

Sarles Herder Brown Stafford

TRIPLE TOAST—*Three Knox Reeves vps who have been with the Minneapolis agency for 25 years were presented monogrammed crystal pitchers and glasses at a recent luncheon. Admiring their gifts are John Sarles, account manager; Loren Herder, executive art director; and Helen A. Brown, copy supervisor. Looking on is Robert W. Stafford, president of Knox Reeves.*

Dick Griffith, vp and amateur bowhunter at Kenyon & Eckhardt, is the author of a two-part article starting in the January issue of *Sports Afield* titled, "A Bowhunter in Africa." In Part I he tells how he learned that Cape buffalo should not be hunted by bow and arrow. In Part II he brings down two tons of hippopotamus with his trusty bow. Also on the hunt was **John Tassos**, account representative and well-known skin diver at J. Walter Thompson . . .

Brown Bolte, president of Sullivan, Stauffer, Colwell & Bayles, bagged a broken leg while pheasant hunting in Connecticut—a slip on the ice did it. He's getting about on crutches . . .

Joseph Tumen, sales representative of *Suburbia Today*, is announcing his engagement to Suzanne Goldman. "Another one of those better-living suburban families in the making," says he . . . From **Warren Spellman**, account executive at Wexton Advertising, comes the word that he's engaged to Joanne Foley . . . And **John A. Montgomery** of Young & Rubicam is engaged to Julia Pauley . . .

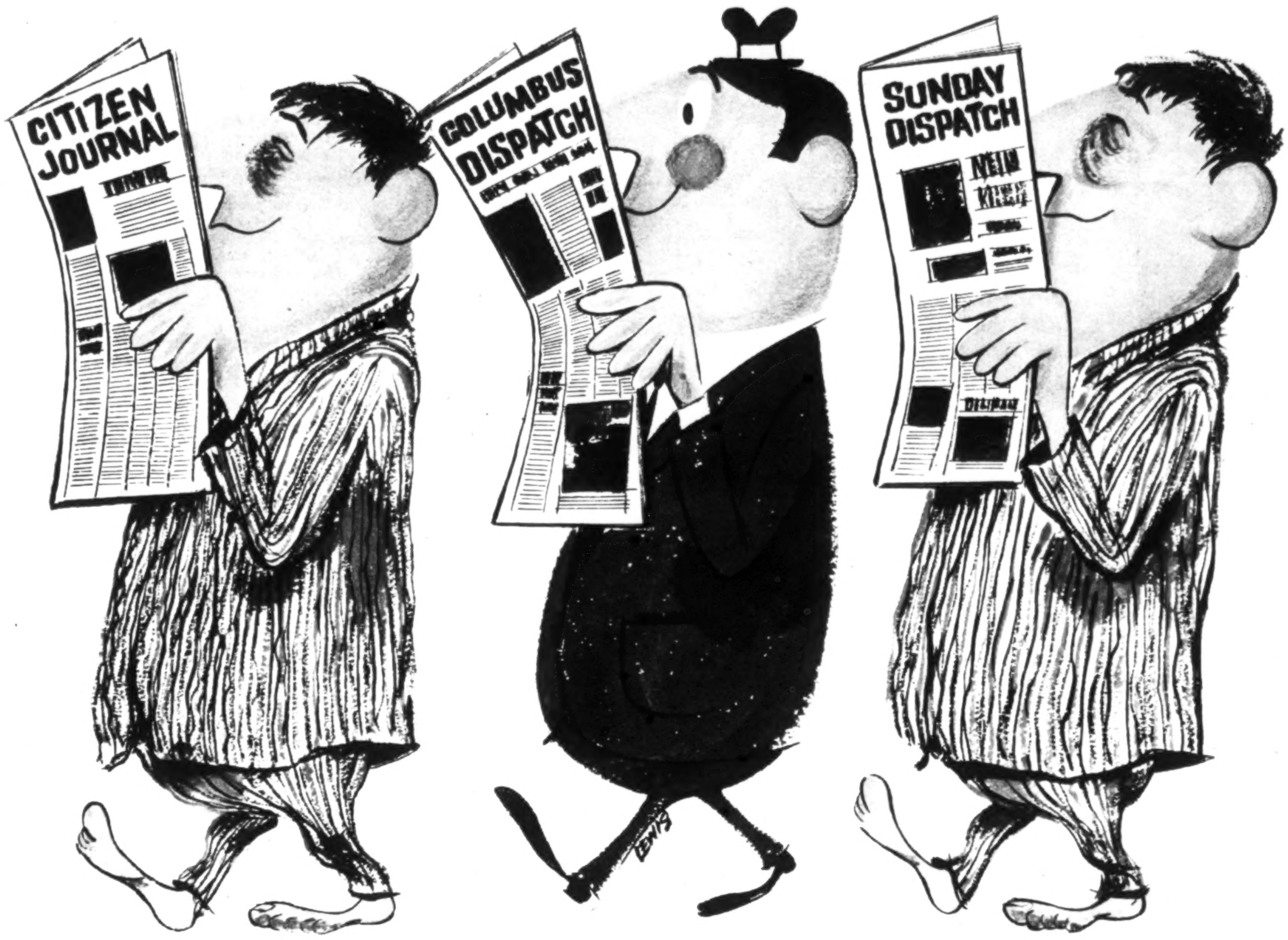
William S. Hedges retired Jan. 1 after 23 years as a vp of NBC. He'll still keep a hand in broadcasting, however, by acting as a station consultant. In almost four decades as a broadcast man he's set several firsts—such as being the only person to attend all conventions of the NAB . . .

Lauren Stone is now on partial retirement as vp in charge of the art department at Compton Advertising, after 30 years with the agency and its predecessor, Blackman Co. He'll serve Compton on special assignments, while basking in his new home at Ft. Lauderdale, traveling and painting . . .

Literary Dept.—**Arnold Grisman**, copywriter for J. Walter Thompson, has authored another book, titled "Bongo," to be published Jan. 20 by Harper & Bros. . . . **Alfred C. Fuller**, founder of the Fuller Brush Co., Hartford, has done his autobiography, "A Foot in the Door, the Life Appraisal of the Original Fuller Brush Man," as told to Hartzell Spence and published by McGraw-Hill . . . In it Mr. Fuller calls his multi-million dollar business, "the product of mediocrity because almost everyone who grew up in it was the product of a failure who took his job with me in desperation . . ." **Frank Ryhlick**, group supervisor and copy chief of Wade Advertising, Los Angeles, is the author of a filmed teleplay, "The Red Trap," winner of the 1960 George Washington Honor Medal of the Freedoms Foundation at Valley Forge . . .

Laurel Wreaths: **Betty Skelton**, account exec at Campbell-Ewald, Detroit, has been named one of the ten best coiffured women of 1960 by the Helene Curtis guild of professional beauticians. Another so honored was **Mrs. Enid A. Haupt**, editor and publisher of *Seventeen* . . .

George Grabin, president of Grabin-Shaw Advertising, Milwaukee, has been chosen to serve on the professional committee for Marquette University's golden anniversary of the college of journalism celebration to take place this spring . . .



in the morning . . . in the evening . . . and on Sunday COLUMBUS and CENTRAL OHIO folks read their NEWSPAPER FIRST from COVER-to-COVER

COLUMBUS OHIO

In CENTRAL OHIO
there are nearly
1,000,000 PERSONS
who read
THE COLUMBUS DISPATCH
and CITIZEN-JOURNAL

A consistently growing line-up of subscribers and an ever-expanding area of coverage leave little doubt as to which medium Columbus and Central Ohio folks prefer for 'round-the-clock news reporting, seven days a week . . . news about local, state, national and world-wide events . . . news about new and established products!

Secure extra "mileage" from your ad budget dollar . . . plan ahead to a more consistent program of directing your firm's advertising messages to the greatest customer audience in Central Ohio . . . nearly 1,000,000 news-hungry folks who devote a precious part of every day to The Columbus Citizen-Journal and The Columbus Dispatch . . . a TWO-PAPER INVESTMENT that offers fresh, sparkling, cover-to-cover interest every morning, every evening and every Sunday.

EVENING AND SUNDAY
THE COLUMBUS DISPATCH
MORNING
and THE CITIZEN-JOURNAL

Represented Nationally by
O'MARA & ORMSBEE, INC.
• New York • Chicago • Detroit • San Francisco • Los Angeles
McASKILL, HERMAN & DALEY, INC.
• Miami Beach

SCORE **TWICE** WITH ONE PITCH!

sells DISTRIBUTORS AND RETAILERS
sells SIOUXLAND CONSUMERS
Sioux City Journal
BEST RETURN FOR ADVERTISER'S DOLLAR!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — **JANN & KELLEY** INC.

Compton Names 6 Senior VPs

Six vps of Compton Advertising, New York, have been elected senior vps and members of the board of directors. The appointments increase the board from 11 to 17 members. The new senior vps are Edward Battey, director of research (and a veteran of 33 years with Compton and its predecessor, Blackman Co.); Theodore Gleysteen, management supervisor on Procter & Gamble's soap products; John A. Hise, assistant to the president; Frank Kemp, media department head; John Owen, liquor account supervisor; and Lewis Titterton, director of radio-tv programming.

Weber Joins Ketchum

C. S. Weber has joined Ketchum, MacLeod & Grove, Pittsburgh, as an account executive. Mr. Weber was formerly manager of advertising and sales promotion of Thew Shovel Co. At the same time, W. S. Reed, director of the sales and technical literature department, has been elected a vp.

Day Agency Uses Radio to Push Self

DES MOINES, Jan. 10—"If it's good enough to sell, it's good enough to buy and use."

That's the way Wesley Day & Co. feels about advertising. And it has found a way to demonstrate its faith in its product—local radio advertising.

The agency sponsors two programs a week of KRNT's "Business News," a 6:15 p.m. roundup that is scripted and delivered by the station's news managing editor, Paul Rhoades.

Its commercials are described as very "soft-sell" for new business and very "hard-sell" for advertising in general. This is part of the strategy that seeks to enhance the stature of the agency business in the minds of local advertisers and to show the pride admen have in their profession.

■ Wesley Day, president, reports that there is tangible evidence that the show, used by the agency for almost a year, is pulling the load. Recently-acquired clients have made favorable comments on the program. So have quite a few other people from all walks of life, according to Mr. Day.

Other pr advantages stem from the opportunity to include client's names in the copy. Internal relations in the agency have also improved, everyone from account executives to mail boys being "a little bit happier to be working for an agency that advertises in their behalf," it said.

A typical commercial on the program ran as follows:

"And now, a commercial by a 10-year-old boy. It happened that young Mike went along to the office with his dad one Saturday morning. Now, as any father knows, the thing to do in this situation is give the youngster something to occupy his time. So, dad said to Mike, in a kind of off-hand way: 'Why don't you write a commercial for this business news we're sponsoring?'

■ "Mike did, and here's the commercial by a 10-year-old copywriter: 'Need some advertising? Take your troubles to the Wesley Day advertising agency. They will take care of any television spots and radio spots to help you get business and get on your feet again. So remember, to keep in business, let Wesley Day advertising agency do it for you. They are on Ingersoll, next to the bank'." #

Mexican Airline Names Miller, Mackay for U.S. Push

Aeronaves de Mexico, international airline, has appointed Miller, Mackay, Hoeck & Hartung, Los Angeles, to handle a full-scale ad and promotion campaign in the U.S. Media plans call for concentration in newspapers, magazines and radio.

Prior to this year, Aeronaves has used the combined agency services of Harry W. Graff International Corp., New York; Caples Co., Los Angeles; and Mott, Reid & McFall, El Paso.

WNBC Names Two

Stephen Kirschenbaum, previously sales promotion supervisor of NBC Spot Sales, has been named manager of audience and sales promotion of WNBC, New York, replacing Page Heldenbrand, who resigned. Don Waterman, previously an exec vp of Bob Dore Associates, has joined the WNBC sales staff.

Livestock Group Names Biddle

St. Louis Livestock Market Foundation has selected Biddle Co., Bloomington, Ill., as agency for its sales promotion and public relations. Biddle was chosen from a field of six agencies by the foundation's advertising committee.

The better the Timing . . .

THE LOWER THE SCORE!

MOST advertising production men will agree that this applies to advertising production too—particularly that phase of it where tight time schedules demand speed as well as excellence in photoengraved reproduction.

In a profession where high pressure is the rule rather than the exception, material producing sources are expected to go along in the same tempo—and most of them do.

It's the purpose, and in most cases the practice of reputable photoengravers to deliver highest quality regardless of the time limits. Personnel and equipment-wise, members of the Chicago Photoengravers Association can and do. BUT excessive speed is costly. Modern photoengraving, though scientifically mechanized and far advanced technologically, still requires the experience and knowledge of highly skilled craftsmen. Man-hour over-time and double-time, too often needed to satisfy rush requirements, is but one factor contributing to what seems to be high production costs.

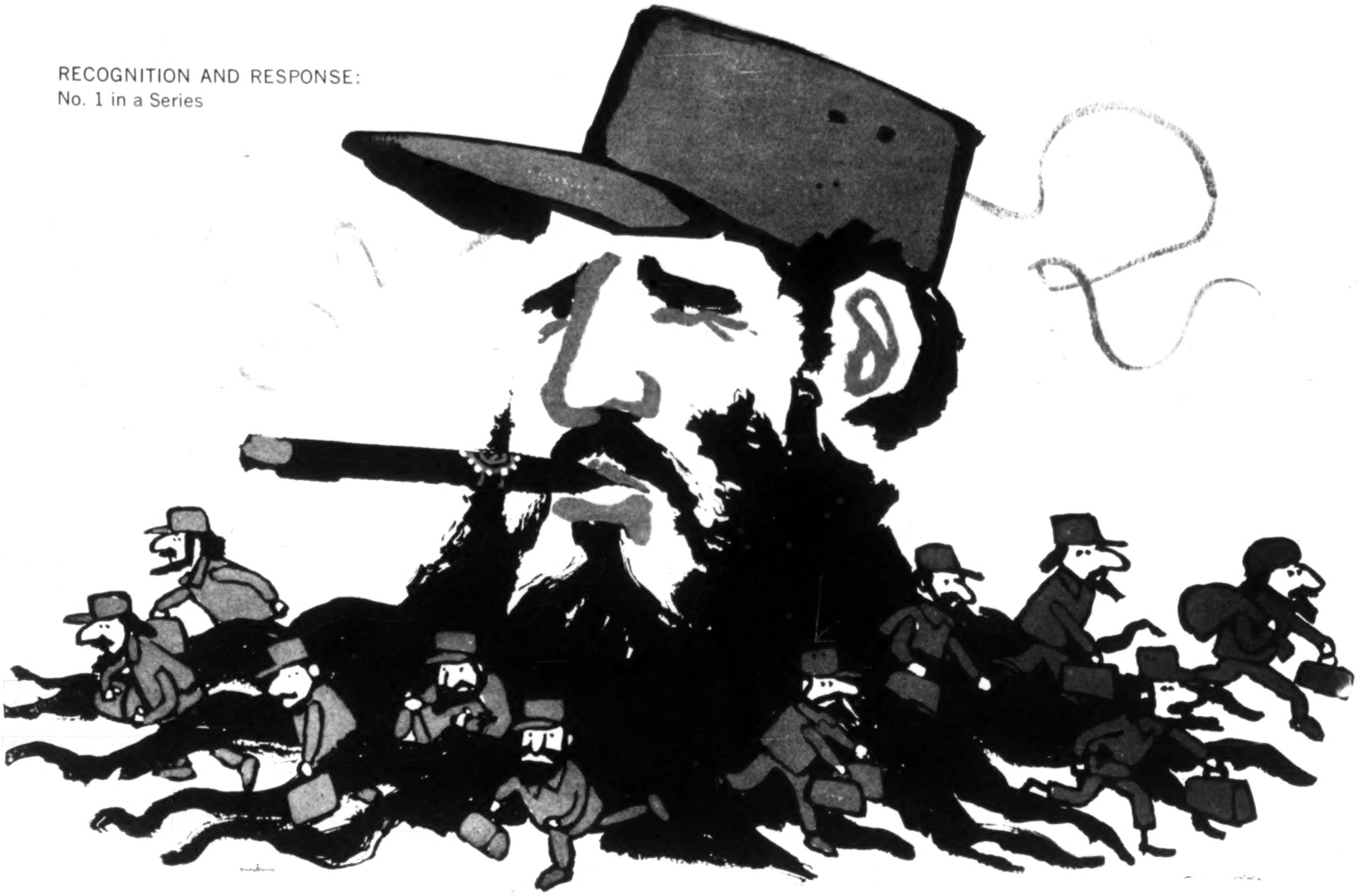
Isn't it probable that careful pre-planning and coordinated timing all along the line, would go far toward leveling emergency peaks, and more nearly normalizing both production and its cost?

And it's worth your careful consideration.

Chicago **PHOTOENGRAVERS** *Association*

craftsmen in fine reproduction for advertisers

RECOGNITION AND RESPONSE:
No. 1 in a Series



"WE WERE WRONG ABOUT CASTRO". . . *another dramatic example of how*

The American Weekly starts people talking

"I WISH THAT EVERY CITIZEN OF THE UNITED STATES COULD READ IT. . ."
says Ambassador Arthur Gardner, Ambassador to Cuba from 1953 to 1957.

"WE WERE WRONG ABOUT CASTRO" appeared in the June 12, 1960 issue of The American Weekly. Ambassador Gardner was not the only authority on the Cuban situation to express strong, deeply felt approval of American Weekly's hard-hitting story immediately after its appearance.

In addition, the Senate Investigating Committee, hearing of The American Weekly story before its appearance, requested advance copies containing the hitherto unpublished information. Author Stanley Ross, as Editor of "El Diario de Nueva York," and long a Latin-American specialist, is uniquely qualified for this and similar stories, such as "The Great Castro Robbery," undertaken expressly for The American Weekly.

The American Weekly gets action because it speaks in terms people understand about things that concern them most. It is the pipeline to the heart of America—concentrating 85% of its circulation in the rich, decision-making, "A" Markets and contiguous areas.

BEST READ SUNDAY MAGAZINE

. . .and the most resultful

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

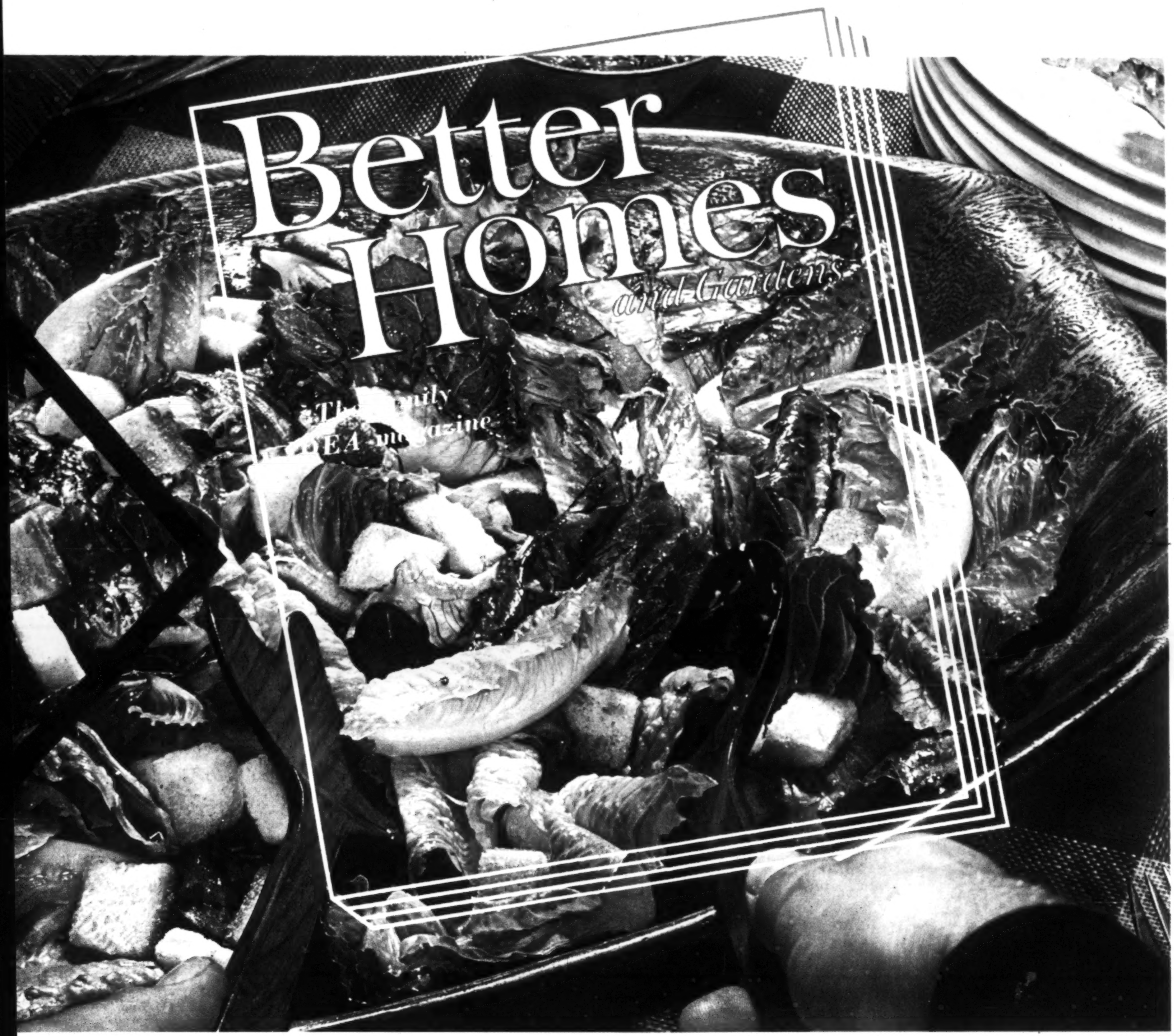
THE AMERICAN WEEKLY · 65TH YEAR 1896-1961 · BEST READ SUNDAY MAGAZINE

Where America shops for ...The

Better Homes and Gardens..

NOW 5 EDITIONS AND OVER **5,250,000 COPIES** EVERY MONTH

ideas that make SALES family IDEA magazine



Tasteful ideas people can depend on! That's what sends men and women buying from the pages of BH&G

How can a magazine that concentrates on just a single subject keep readers enthralled month after month? Better Homes and Gardens does, because the subject is the one that is closest to home for almost sixteen million men and women: "*Do you want to live better? Here's how!*"

In BH&G, "Here's How" becomes as absorbing as fiction, as immediate as today's newscast. It may be a page of ideas for easy main dishes or show-off desserts. It might be a feature on tips for bedroom decorating or even an article on manners at the supermarket. During the year a third of America—the top-spending, family-centered third—turns to Better Homes and Gardens for ideas they can turn into action. Which means plenty of action for *advertisers* who present their ideas in BH&G's pages! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

YOUR PRODUCT FACTS (at the fingertips)

A Perrygraf Slide-Chart is a tested, powerful tool for more efficient and profitable selling. These simple devices put essential facts about your product at the fingertips. *Just turn a disc or pull a slide* to tell a sales story, select the proper size and style, show how equipment operates, or solve an engineering problem. If you have a complicated or demonstrative sales story to tell, you need a Perrygraf Slide-Chart.

FREE—36 page, full color booklet showing how Perrygraf Slide-Charts can work for you. 122 case histories. Write for free copy.

PERRYGRAF slide-charts

product facts at the fingertips

150-A S. Barrington Ave., Los Angeles 49, California
1500-A Madison St., Maywood, Illinois

14 TESTED WAYS TO BUILD SALES and CUT SALES COST

Print, TV Salesmen Sell Better Than Radio Men: Survey

NEW YORK, Jan. 10—Print and television salesmen are doing a more aggressive job of selling advertisers than most radio salesmen, according to a survey released two weeks ago by Broadcast Time Sales, radio station representative company.

The phone study was made earlier this month by Trendex. The sample included some 80 advertisers in this area.

Carl L. Schuele, president of Broadcast Time Sales, said the study was made to find out from advertisers why so many important advertisers "are not taking advantage of the undeniable sales power which radio provides so economically."

■ The major findings of the survey were summed up as follows: National radio salesmen are not making enough calls on the client level; those who have made calls are making only a fair impression, generally speaking; clients would be willing to hear more often from radio salesmen with creative ideas. More than 42% of the respondents said they hadn't seen any spot radio presentations lately; many of the companies indicated that they had more frequent contact with print and tv sellers.

Most thought that today's programming does have a bearing on national sales; the majority did not believe that agencies "short change" radio and said they would be willing to take time to watch a presentation on what spot radio has to offer their products.

■ Among the gripes that were advanced against radio were:

- Programming is directed toward young people, rather than toward the general audience.
- It's hard to target radio to reach a specific market.
- Radio doesn't provide enough product protection.
- The visual appeal of tv is more effective for many products.
- Information on listenership is inadequate.
- There is confusion over local versus national rates and who qualifies for them.

■ Mr. Schuele offered a number of suggestions for improving the national radio sales picture:

1. Step up the number of client and upper-echelon agency calls.

2. Emphasize radio's ability to reach specialized and segmented audience groups.

3. Use documented success stories as ammunition.

4. Battle more aggressively against other media. Demonstrate what a tv or magazine budget could buy in spot radio.

5. Improve the image of radio, which some advertisers now dismiss as not a major medium, just a supplemental buy.

6. Make spot radio more profitable for agencies to buy; that 15% commission is "too hard earned in spot radio." A central billing house would help.

7. Strengthen the industrywide position on rates.

8. Raise the rates.

9. Concentrate on selling an advertiser a specific campaign to meet a specific problem and not just on selling time.

10. Step up industrywide cooperation through the Radio Advertising Bureau and the Station Representatives Assn. #

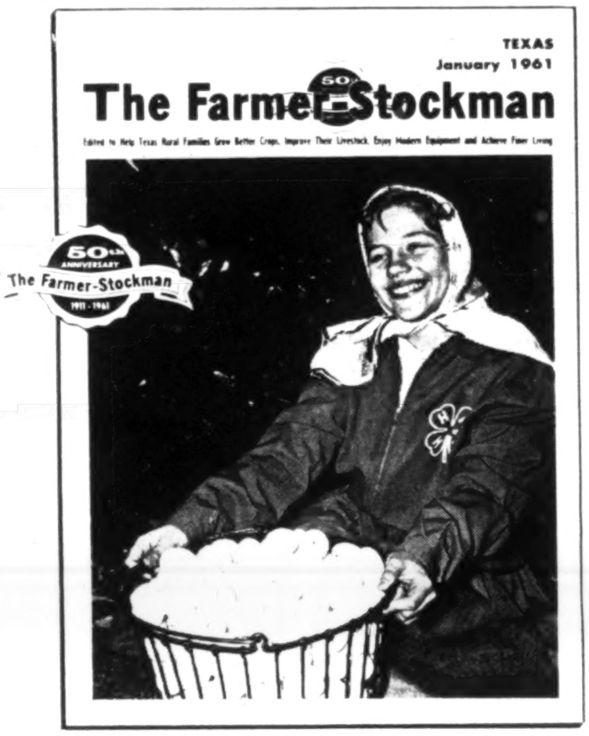
Hardy Heads New Time Inc. Book Unit

NEW YORK, Jan. 10—Time Inc. which has been involved in book publishing on an "experimental basis" for several months, has formally established a book division.

The new division will be headed by Jerome S. Hardy, who joined the company in 1959 after several years with Doubleday & Co. as vp in charge of advertising. Mr. Hardy, who was named publisher of the division, has been directing special book projects for *Life*.

According to Time Inc.'s announcement, the company plans to jump into the publishing field with a big splash. In 1961 Time Inc. hopes to publish some 4,000,000 copies of its new books, "using techniques and concepts of magazine journalism in their creation."

Mr. Hardy also said the division "will investigate closely the possibilities and potential in the textbook field, the publication of business books and services, and perhaps some part of the encyclopedia business." #


TEXAS
January 1961
The Farmer-Stockman
Edited to Help Texas Rural Families Grow Better Crops, Improve Their Livestock, Enjoy Modern Equipment and Achieve Finer Living
50th ANNIVERSARY
The Farmer-Stockman
1911-1961

Edited specifically for TEXAS!

OKLAHOMA
January 1961
The Farmer-Stockman
Edited to Help Rural Families Grow Better Crops, Improve Their Livestock, Enjoy Modern Equipment and Achieve Finer Living

Edited specifically for OKLAHOMA!

LOCALIZED EDITING gets maximum advertising results in rural Texas and Oklahoma!

Two magazines each month! Beginning with the front cover, each is different because there's completely different editorial content on the inside! Each month, one issue of the Farmer-Stockman is edited specifically for Texas . . . while the other is edited specifically for Oklahoma!

Advertisers who know say their experience shows that a magazine locally edited, *like the Farmer-Stockman*, is much more effective than one containing broad editorial treatment—and circulating in a large area!

For space reservations, or additional data . . . write, wire or phone your nearest Farmer-Stockman office now.

MORE PAID SUBSCRIBERS THAN ANY OTHER STATE FARM PAPER!

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

SALES OFFICES:
CHICAGO 11, SUperior 7-6145, 100 N. Michigan Avenue, Lee Heinline, Mgr.
NEW YORK 17, MUrray Hill 4-3340, 420 Lexington Avenue, Joe Paulsen, Mgr.
OKLAHOMA CITY 1, CEntral 2-3311, 500 N. Broadway, Bill Pullen, Mgr.
DALLAS 5, LAkeside 1-3121, 4321 N. Central Expressway, Alex McCommas, Jr., Mgr.

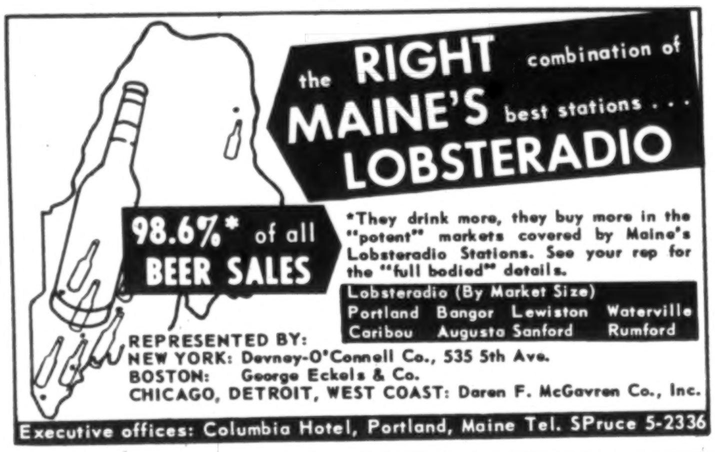
ABC STATE and LOCAL FARM PAPERS APA

TERB
RAPID TRANS
TO GRA

"You come up out of the IRT tunnel in Long Island City and the excitement and beauty of the city reach out to you across the river. The UN stands there like a diamond of hope and you feel you're really part of it—you're part of the center of the world."

TERB
RAPID TRANS
TO GRA

New York is Mecca for the young and yearning—the world-beaters from all over the U.S.A. You hear their twangs and drawls in the booming voice of the city. You feel the booming city in The New York Times. To many, New York is The New York Times. It serves New Yorkers with the most news. It sells them with the most advertising. New York is The New York Times.



the RIGHT combination of
MAINE'S best stations . . .
LOBSTERADIO

98.6%* of all
BEER SALES

*They drink more, they buy more in the "potent" markets covered by Maine's Lobsteradio Stations. See your rep for the "full bodied" details.

Lobsteradio (By Market Size)
Portland Bangor Lewiston Waterville
Caribou Augusta Sanford Rumford

REPRESENTED BY:
NEW YORK: Devney-O'Connell Co., 535 5th Ave.
BOSTON: George Eckels & Co.
CHICAGO, DETROIT, WEST COAST: Daren F. McGavren Co., Inc.

Executive offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

Zimmerman, Schaack to L&N

Lennen & Newell, New York, has named Harry C. Schaack an associate merchandising director on the Best Foods division of Corn Products Co. account and Stephen Zimmerman an account executive on the same account. Mr. Schaack formerly was with Brass Rail Inc. Mr. Zimmerman formerly was a products manager of Lever Bros. Co. L&N also has named Robert E. Alvares, formerly with Compton Advertising, to its copy department.

KITO Names Venard, Rintoul

KITO, San Bernardino, Cal., has appointed Venard, Rintoul & McConnell as its national representative and Torbet, Allen & Crane its West Coast representative. The radio station previously was handled nationally by George P. Hollingbery Co. and in Seattle by Feltis, Dove, Dever, Cannon.

Zandi Adds Two Accounts

Deming Packing Co., Deming, N. M., and the Paper Mill, Las Cruces, N. M., have appointed W. C. Zandi Advertising Agency, Las Cruces, to handle their advertising.

Cuyahoga Names Bing

Cuyahoga Stamping Co., Cleveland, has appointed Ralph Bing Advertising Co., Cleveland, to handle its advertising.

37% of Chicago Companies to Boost 1961 Ad Budgets

CHICAGO, Jan. 10—A majority of businesses polled by the Chicago Assn. of Commerce & Industry expects increased sales in 1961, but only 37% of them said they would increase advertising and sales promotion expenditures to help things along.

The poll of 875 companies showed 58% indicating they expect sales increases this year, but only 38% look for increased profits. In a similar survey a year ago, 78% of the companies anticipated sales increases and 60% looked for greater profits.

The 37% of respondents who said they would boost advertising and sales promotion budgets compares with 45% who planned to increase these expenditures last year.

■ Eleven per cent of the Chicago-area companies said they would decrease advertising-sales promotion budgets (compared with 6% a year ago) and 45% said they would spend about the same amount (44% last year).

There was a notable decrease in anticipated price increases, with 28% expecting to raise prices in 1961, compared with 40% in last year's survey. Eleven per cent foresee price cuts (6% last year), and 53% anticipate no change. #

H-R Appoints Three; Adds Three Radio Stations

William F. Mac Crystall has been named manager of the Los Angeles office of H-R Representatives and H-R Television, succeeding Harold Lindley, who retired. Mr. Mac Crystall also will continue as sales manager of H-R Television's Los Angeles office. Richard A. Leader, previously general sales manager of KWIZ, Santa Ana, Cal., has joined the Los Angeles radio sales staff. T. Eugene Malone, formerly with WGN-TV, Chicago, has joined H-R TV in New York as a senior account executive.

Golden Triangle radio stations KSBW, Salinas; KNGS, Hanford; and KVEC, San Luis Obispo, all Cal., have appointed H-R Representatives to handle them nationally. The stations previously were represented by Daren F. McGavren Co.

Tronstein to Friedman

Jerry Tronstein has joined R. J. Friedman Associates, Los Angeles, publishers' representative, as a sales representative. Mr. Tronstein was formerly with Young & Rubicam.

Names Schneider VP

Electrical Information Publications, Madison, Wis., has appointed Jack E. Schneider exec vp. Mr. Schneider has been sales manager for the past two years.

JERRY LEWIS STARS IN HIS PRODUCTION OF CINDERFELLA / A PARAMOUNT RELEASE

Want to be a CinderFella? You can be a prince of a fellow with his royal highness by whispering these magic words into his ear . . . *Consolidated Enamel Printing Papers.* He'll cut costs on brochures, sales folders and other printed material while maintaining finest quality. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for less. Get the facts and *free test sheets* from your Consolidated Merchant. He's a regular fairy godfather!

Available only through your Consolidated Paper Merchant.

Consolidated
LARGEST ENAMEL PAPER SPECIALIST
Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

ΔΤΔ
ΑΤΩ
ΣΑΕ
ΚΚΓ
ΦΒΚ
ΣΕ ΦΡΕΝΔΥΕ
ΦΑΔΩ ΕΦΡΕΑΡΕ
ΣΧ

PHRIENDLY PHADO PHEARS *NO* VOLCANOES-HOWEVER PHURIOUS

Once upon a time during the Golden Age of Greece there were no newspapers. But folks still had to find out what was going on somehow. So they employed runners to find out what was happening and then come back and tell them.

In the city of **ATHENS** there were 3 runners. They were Big Newt, Tiny Timotheus and Phriendly Phado.

And each of these runners ~~had~~ people who preferred the tidings they brought and the way they presented them. But *more* preferred Phriendly Phado, who was the phriendliest and swiftest and best inphormed of them all.

It occurred to Big Newt that if Tiny Timotheus were to go away then maybe all the people who depended on him for the news would start listening to Big Newt.

Big Newt gave Tiny Timotheus a sack of gold drachmas and obols and Tiny Timotheus went up to Thrace and started an olive oil factory.

After this Phriendly Phado heard *many* complaints from the fans of Tiny Timotheus about how they didn't want to listen to Big Newt.

And Phriendly Phado said ***you don't have to listen to Big Newt if you don't want to, for I am likewise handy and much more dandy.***

And when Xerxes came across the Hellespont and pounded his sandal on the desk at the meeting of the Pan-Aegean Security Council it was Phriendly Phado who came back with the most complete account.

Every day Phriendly Phado would run over to Delphi and bring back the weather forecast from the oracle there, who could tell whether it would rain by breathing in fumes from a volcano. Phriendly Phado was the *first* back with news of **VICTORY** over the Persians at Salamis.

Phriendly Phado dug up infomation on what Mayor Pericles was doing at the Acropolis, and what Aristotle had to say about the election, and who the hoplites had picked up for driving chariots while under the influence of mingled wine.

The people who once had depended on Tiny Timotheus liked Phriendly Phado fine and chose him instead of Big Newt.

The Detroit Free Press

Now You See Phriendly Phado Everywhere

Begin your golden age: hire Phriendly Phado to tell the news of your product to all the residents of Athens-on-the-Detroit-River. National Representatives: Story, Brooks and Finley

National Homes Will Continue With Caldwell, Larkin

National Homes Corp., Lafayette, Ind., has decided to continue its relationship with Caldwell, Larkin & Sidener-Van Riper, Indianapolis, which took over the account on a temporary basis in October (AA, Oct. 31). Tatham-Laird, Chicago, formerly handled National Homes, which billed $600,000 last year.

Need Source Material For a Campaign?

Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

Luckman Associates Named to Design CBS-TV Plant

Charles Luckman Associates has been hired to prepare preliminary plans for centralizing the production facilities of the CBS-TV network in New York. James T. Aubrey Jr., president of the network, announced that the proposed plant would be located at the site of the present production center on W. 57th St. The building will accommodate seven studios and associated production and distribution facilities.

Mr. Luckman, who headed Lever Bros. Co. before returning to architecture, is expected to have the plans and estimates ready in April, 1961. The production center is in addition to the new CBS headquarters building that is to be built on Sixth Ave. for occupancy by 1964. Mr. Aubrey said it was hoped that the new production center would help the network overcome some of the cost problems caused by the current widely scattered studio facilities.

MacDonald-Cook Adds One

Electro-Voice Inc., Buchanan, Mich., has named MacDonald-Cook Co., South Bend and Chicago, to handle advertising for its new electronic organ division.

Ad Art Suffers Under Collaborative System in U.S., Designer Bayer Says

Herbert Bayer

CHICAGO, Jan. 10—One of the nation's top designers says America's advertising system works against the creation of good advertising art.

Herbert Bayer, chairman of the design department of Container Corp. of America, said that "advertising has become a collaborative institution. The forces, the ideas, of many people bring the end result.

"The artist is only one wheel in this—and he is always the last wheel," Mr. Bayer continued. "After a campaign idea is accepted, it goes to the art director, who forms an idea of what he wants. Then he calls in an artist, who, in effect in this situation, becomes an illustrator. He faces a *fait accompli*, so to speak.

■ "In Europe, you deal with the client directly, and it is the artist who carries the idea through to completion. Here you do a little part of the whole, and therefore the artist is being downgraded to the position of a craftsman. This also results, of course, in lack of continuity of ideas.

"Some improvement in advertising art is evident, however," he said. "More modern design—perhaps I should say good design—is being used. There is more acceptance of the need for good design in general today. The influence of design is seen in the products themselves."

■ Mr. Bayer, who lives in Aspen, Colo., was in Chicago for a discussion with Container Corp. management when he discussed advertising art with ADVERTISING AGE. He consults with Container Corp. several times each year, and does other design work as well.

He was a student and later taught advertising layout and typography at the famed Bauhaus design school in Germany.

The handsome, 60-year-old Austrian-born Herbert Bayer came to the U. S. in 1938, having already established himself among European designers. His works hang in many U.S. and European museums.

His work for Container Corp. has included the design of eight of its buildings and design of the "World Geo-Graphic Atlas" published by Container Corp. in 1953, as well as package and advertising design.

■ Although Mr. Bayer says the connection of Bauhaus with the theory of functional design is "over-emphasized," he agrees that this is one of the important contributions Bauhaus has made to the field of design. "If you are manufacturing a pencil, for example, you should build your design around what the function of the pencil is to be," he said. "Anything else becomes a fad.

"Good design has an element of novelty in it," he said, "but good design has grown out of a function."

Mr. Bayer can speak with some authority on advertising. He has done advertising art both here and in Europe, and was art director on the "Great Ideas of Western Man" ad series Container Corp. has used since the 1930s. These feature modern art to illustrate an idea or a quotation, and carry no advertising message.

■ "It is very difficult to do something today with modern art that makes sense," he said. "So much of it has become non-communicative. Abstract art, for instance, is self-expression.

"We found it difficult to use good ~~art~~—advanced art—and yet say something. We tried to select the artist to fit the message we wanted to convey."

Although the ads were not designed to communicate about the company, Mr. Bayer feels that the series is helpful to the company. "It must be," he said, "because now we see quite a number of other companies using a similar approach."

He took note of the fact that the "Great Ideas" series is to be cut back in 1961 (AA, Jan. 2). "The new management feels that it would be a good idea to tell some of the other things about the company. This is a matter I often discussed with Mr. Paepke" (Walter Paepke, the late board chairman of Container Corp., who was the guiding light behind the ad series until his death last April).

■ Good art is not the final answer for improving advertising, Mr. Bayer said. "Is advertising really a science? We are told that the agency knows what an ad will do," he said.

"But we are learning, principally from psychology and the study of the subconscious, more about the way people actually behave. And sometimes we are surprised. Advertising can become more effective only if science develops to where it can give us real facts about the ads, and when art and science can get together to create something.

■ "Research is being rejected by many artists and designers," he noted. "They feel it is an intrusion. But I think this is a kind of romantic attitude. When we do visual communication we have to know the purpose, and what the results are supposed to be. We have to shoot with a rifle."

The final solution for advertising effectiveness, he added, "is that science and creativity will have to get together."

Mr. Bayer finds using good art in advertising has some humanistic aspects. "Advertising has an enormous influence on people," he said, "more so than formal education, perhaps, because we go to school and then we are through, but we are exposed to advertising throughout our lives. Therefore, I feel advertising has a duty not to give people just what they want—because people don't always know what they want—but to present the better things, to lead the people. People's aspirations always point up, not down, so why direct advertising to the lower instincts?

■ "It is astonishing how much more people in this country appreciate good art," he said. "They can tell the difference between good and bad art, and they are attracted to the good and reject the bad."

He also noted an increase in the use of "direct visual communication" in advertising. "Most advertising is too complex. There is a need to tell you about the product in a shorter way—visually." #

Puritan Pie Files Anti-Trust Suit Against Table Talk

Edward I. Perkins, trustee in bankruptcy for the Puritan Pie Co., Cambridge, has filed a $3,000,000 federal anti-trust suit against Table Talk Pastry Co., Worcester, Mass., plus 10 corporate and 14 individual co-defendants throughout the New England states. The complaint alleges that the Table Talk chain has obtained a monopoly on the manufacture of fresh pies for commercial re-sale in the New England states, so that the defendants now control more than 50% of the market and possibly as high as 95%.

Batz-Hodgson Moves Offices, Adds Stephens Press

Batz-Hodgson-Neuwoehner, St. Louis, has moved to new quarters in the Farm & Home Bldg. The agency reports its annual billings are slightly under $3,000,000.

At the same time Stephens Press, St. Louis, manufacturer of business forms and coupon books, has named Batz-Hodgson-Neuwoehner to handle its advertising. The agency formerly had no agency.

TWO SEPARATE NEWSPAPERS
ONE LOW RATE BUYS BOTH

Now... BUY A KING SIZE MARKET!

EL PASO
One of the TEN Fastest Growing Cities in the U.S. and the FIFTH BIG CITY IN TEXAS with a final U. S. Census population of 276,687
increase of 112/3% over 1950

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 105,739

EL PASO . . . CAPITAL CITY OF THE FABULOUS SOUTHWEST

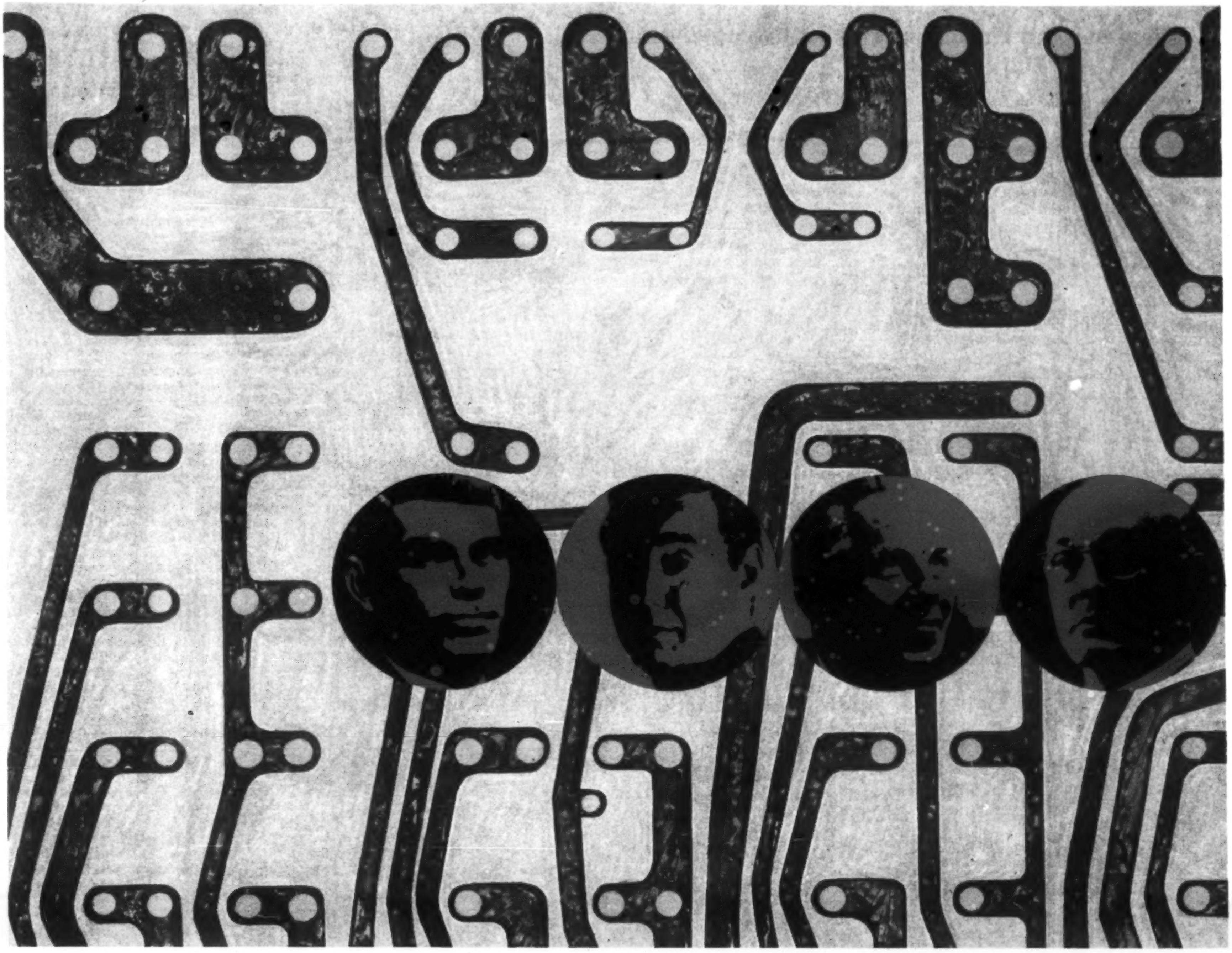
A Little Learning is a Dangerous Thing

But you're safe in the growing Greenville-Washington Market. Thirty Colleges and Universities and more than 350,000 students mean a lot of learning and a lot of buying power in this market dominated by WITN and WNCT. Consider that educated idea when you're planning your next campaign. Avails and details are yours for the asking.

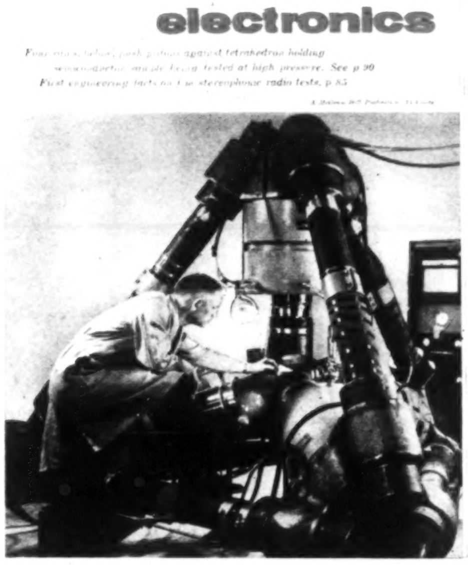
CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS • ABC

7 witn
Washington, N. C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000



electronics *sells the engineering team...*



... in Research *Design*

Production *and Management*

KEEP YOUR EYE ON THE BOX SCORE!
Circulation: 52,286
Editorial: 3,487 pages in 1960
electronics Buyers' Guide: 648 advertisers make 53rd issue of **electronics** (EBG) the "electronics Social Register."
Costs: $980 a page (13 time rate, B&W)

As any electronics manufacturer will tell you, in the electronics market you must sell a buying team. This is the big difference! Engineering trained electronics men work in research, design, production or management. The electronics man may wear one, two, three or four hats, working in any or in all of the four areas. And **electronics** is edited to interest and influence the electronics man. Like manufacturers' salesmen, your advertising in **electronics** sells the buying team. Works harder. Sets up more sales. Effectively penetrates today's fast-changing, highly competitive electronic market. 0.23

ABP ABC **A McGraw-Hill Publication,** 330 West 42nd St., New York 36, N. Y.

National Advertising with Local Promotion Built In

by H. W. Covington, Vice President, Ellington & Co.

Using an advertising appropriation as a catalyst to generate many times its mass in local promotion is one good way to stretch advertising dollars.

And one good example of this technique is our program for Wellington Sears Company, makers of Martex towels.

Each season, the Martex line is organized into groups and given promotional names such as "Paris Skies" and "Color Co-Stars". National advertising is then designed to present the merchandise in a manner suggesting fresh, imaginative store displays.

Dozens of bright, practical promotion aids are given to retailers to help them project the theme—these are widely used because they always provide room for the store to add its own individuality.

Store listings in conjunction with national advertising lock each promotion up tight, on a where-to-buy-it basis.

Behind the scenes is an aggressive publicity job, in trade and consumer media, which goes into action from the very introduction of a new line at market week.

These are some of the extra values we at Ellington are constantly putting into our clients' programs, so that they can get more sales value out of them.

ELLINGTON & COMPANY INC.
535 FIFTH AVENUE, NEW YORK 17 MURRAY HILL 7-4300
Advertising • Promotion • Public Relations

Carling Names Lohmeyer Director of Advertising

Carling Brewing Co., Cleveland, has appointed Paul Lohmeyer director of advertising and sales promotion. Mr. Lohmeyer, who joined Carling in 1959 as plans manager, succeeds Arnold C. (Jack) Graham, who resigned to open his own sales representation company in Detroit, Jack Graham & Associates.

Paul Lohmeyer

At the same time Carling has named Ralph I. Allison, formerly director of marketing research, director of planning and research and Richard C. Wright, formerly administrative assistant to the exec vp, administrative assistant to the vp of marketing.

Mail Service Is Better, but Deficit Not Cut: Summerfield

WASHINGTON, Jan. 10—The Post Office has accomplished two out of the three goals it set for itself at the beginning of the Eisenhower administration, Postmaster General Arthur Summerfield told the President last week, but he admitted he hadn't been able to end the postal deficit.

In his report to Mr. Eisenhower, the Postmaster General said an overhaul of out-of-date techniques has enabled the Post Office to provide next-day delivery to 168,000,000 people.

President Eisenhower praised Mr. Summerfield for introducing "outstanding improvements in the postal service."

Despite the fact that it is handling 28% more mail with only 13% more man-hours of labor, the department has been unable to make a dent in the postal deficit, he told the President.

■ The executive department has done all it can to eliminate deficits short of curtailing service, he said, but Congress has failed "to recognize its responsibility for increasing postal rates from time to time as cost increased."

He recalled that the deficit had been $720,000,000 when he took over in 1953. A series of bookkeeping changes and rate increases brought the deficit to a low of $363,000,000 for fiscal 1955, he pointed out, but rate increases allowed by Congress in recent years have not kept pace with rising costs.

Mr. Summerfield emphasized that a postal increase which the department had the authority to initiate on its own, producing $300,000,000 in additional revenue a year, and another hike which Congress approved in 1958, bringing in another $600,000,000, were not enough to stem the growing deficit.

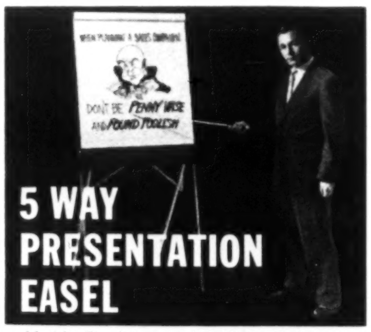
■ "We tried vigorously in 1959 and again in 1960 to obtain further postal rate increases from the Congress, but without success. As a result, the Post Office deficit today is larger than when this administration took office," he told President Eisenhower. #

Rothenberg Promoted

Howard Rothenberg has been promoted from account executive to the new post of eastern sales manager of Everett-McKinney, New York, radio-tv station representative.

Keeney Names Burnam, Doyle

Keeney Publishing Co., Chicago, has promoted editorial director C. M. Burnam Jr. to exec vp, and has named production manager L. A. Doyle secretary of the corporation.



Ideal for flip chart or card chart presentations, or write as you talk on paper pad or chalkboard. Light weight aluminum, folds in a jiffy.

Complete with chalkboard, hinged clamp, chalk, eraser: $42.50 less pad.

ARLINGTON
ALUMINUM COMPANY
19002 W. Davison Detroit 23, Michigan

You're in
...in Indiana
with the STAR
and the NEWS

If you're fishing for business in Central Indiana's $4 billion, 45-county market—advertise your product or service in the Star and the News.

This powerful sales team will give you the heaviest "catch" of readers and buyers—bring in more sales returns per advertising dollar.

The Indianapolis Star
Morning & Sunday
The Indianapolis News
Evening
KELLY-SMITH COMPANY NATIONAL REPRESENTATIVES

New Bulk and Page Contract Rates Announced by The Philadelphia Bulletin

A sliding scale of general advertising rates, offering reductions for volume and page units, has been put into effect by The Philadelphia Bulletin.

Effective January 1, 1961, maximum reductions of 17c a line daily for volume and 23c a line for page units are available. Maximum Sunday reductions are 12c a line for volume and 18c a line for page units.

The new rate structures offer advertisers greater flexibility in accord with present-day concepts.

Contracts are required to earn the new sliding scale rates.

Multiple products and corporate schedules may be combined to earn the lowest rate.

With the new rate structure, The Philadelphia Bulletin's millines continue to be among the lowest in the nation.

General advertisers who wish to do so may use the previous flat rate until March 1, 1961.

Bulk Contract Rates

	Rate per line Evening	 Sunday
Open	$1.65	$1.50
500 lines	1.63	1.48
1,000 lines	1.61	1.47
2,400 lines	1.59	1.45
5,000 lines	1.58	1.44
10,000 lines	1.56	1.43
25,000 lines	1.54	1.42
50,000 lines	1.52	1.41
75,000 lines	1.50	1.40
100,000 lines	1.48	1.38

Page Contract Rates

	Rate per line Evening	 Sunday
1 full page	$1.59	$1.45
5 full pages	1.55	1.42
10 full pages	1.53	1.41
20 full pages	1.51	1.40
30 full pages	1.48	1.38
40 full pages	1.45	1.35
50 full pages	1.42	1.32

The Evening Bulletin, with 705,000 circulation, is America's largest evening newspaper and The Sunday Bulletin, with 694,000 circulation, is the nation's sixth largest full-size Sunday newspaper.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

Member Million Market Newspapers, Inc. New York Chicago Detroit San Francisco Los Angeles

Florida Resort Office: The Leonard Company, Miami Beach

TESTING

Herbert Tareyton Cigarettes was tested in the Portland, Maine market, the ideal test city.

1

ONE•SIX•TWO

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS

* source Sales Management

PORTLAND PRESS HERALD • EVENING EXPRESS AND SUNDAY TELEGRAM

100% coverage of city zone
94% coverage of ABC retail zones

represented by the
Julius Mathews Special Agency, Inc.

New Marketing Research Book Emphasizes Industrial

"Marketing Research, Principles & Readings," by Parker Holmes, Marquette University, has been published by South-Western Publishing Co., Cincinnati. The 646-page book is designed as a basic text in marketing research on the undergraduate level or for a graduate seminar. A substantial portion of the book is devoted to industrial marketing research. Chapters also deal with marketing research as a management tool, distribution research, advertising research, marketing costs and sales forecasting and planning.

Peters Joins Baxter as VP

Ollen E. (Pete) Peters has joined Don L. Baxter Inc., Dallas, as a vp and member of the creative-marketing plans board. Mr. Peters was formerly advertising co-ordinator of the Mercury Comet for Ford Motor Co., Dearborn, Mich.

A new image emerges in men's Fashion!
PBM

IMAGE ADVERTISING—*Pincus Brothers-Maxwell, 50-year-old Philadelphia clothier, is a new consumer advertiser. The same illustration and headline will be used in the consumer campaign breaking next month. The schedule includes Esquire, The New York Times Magazine, The New Yorker and Playboy. Zlowe Co. is the agency.*

California Drug Group Hit by U.S.; Price Fixing Charged

SAN FRANCISCO, Jan. 10—A civil suit has been filed in U.S. district court here asking that members of the Northern California Pharmaceutical Assn. be restrained from fixing the prices of prescription drugs.

Language of the complaint, filed by Lyle L. Jones, head of the anti-trust division of the U.S. Department of Justice here, is almost identical with that of the federal grand jury indictment recently returned against the association and its pricing committee chairman, Donald K. Hedgpeth.

In the civil suit, Mr. Hedgpeth, officers, directors and members of the association are named as co-conspirators but not as co-defendants.

■ The complaint alleged illegal restraint of trade in violation of the Sherman Act and asserts that 75%, or some 1,250 northern California pharmacies, are owned and operated by members of the association. In addition, there are 260 non-owner pharmacists who belong.

These members, the complaint said, do a $75,000,000 a year business in prescription drugs "and are engaged in a continuing agreement to establish and maintain uniform drug prices through use of a price formula prepared by Mr. Hedgpeth." #

White Oil to Hazard

Sonneborn Chemical & Refining Corp., New York, has appointed Hazard Advertising Co., New York, to handle advertising for its White Oil division. Hazard will also handle public relations for the entire Sonneborn account. Hazard also has promoted Grover H. Logan, with the agency 15 years, to media director, succeeding George Niles, who has left the agency.

General Mills Names Swanson

D. F. Swanson, advertising manager for mixes in the grocery products division of General Mills, Minneapolis, has been named assistant director of sales. At the same time, Gordon W. Ryan, formerly central sales manager, was named director of sales of the division.

Marmaras Heads Art Directors

John S. Marmaras, advertising design manager of Ciba Pharmaceutical Products, Summit, N.J., has been elected president of the Art Directors Club of New Jersey.

Folks Chuckle at Channel 7
COMEDY
Chicago's eye is always on WBKB channel 7

WBKB is Chicago's most exciting TV station! It attracts younger viewers (18 to 29), heavy viewers (20 hours a week or more)... viewers most likely to try new products! Now—because of our unique Transportation Promotion Campaign—more people in Chicago see "Channel 7" than any of the other 3 channels in town! They see our 7 wherever they go (in buses, subways, trains, elevateds. Even in shopping center parking lots!) They see it whenever they go. So—when they get home, they go for WBKB, naturally! (78% of them—our independent research study tells us.) Our continuing (we change displays every month) campaign constantly sells network and local programming (Everything from "private eyes" to public service...prime and fringe time.) Most important, it sells your clients' products to more people...at absolutely no cost to the client! Got an eye for a good buy? It's easy to see why...

IN CHICAGO, CLIENTS CHEER* CHANNEL 7

*abc • AMERICAN BROADCASTING COMPANY—AMERICA'S MOST EXCITING NETWORK!

Mail early in the day
it's the better way!
U.S. MAIL

ALUMINIUM LIMITED SPECTACULAR IN THE POST PULLS REQUESTS FOR QUARTER-MILLION BOOKLETS!

When Aluminium Limited ran a big, full-color spread in The Saturday Evening Post, they attached a special post-card insert offering a free, 36-page booklet. The booklet—"Home Owner's Guide to Better Living . . . with Aluminum"—gives hundreds of tips for getting more fun out of life with aluminum products.

This ad was part of Aluminium's continuing campaign to promote the use of aluminum products for their customers—large and small manufacturers all over the country. The objective, of course, is to increase the consumption of aluminum—and to build Aluminium's image as a leading member of the American business community.

Aluminium also offered a booklet in a full-color spread in another weekly. (The ads ran four months apart.) And when the returns came rolling in, the Post advertisement pulled requests for a quarter of a million booklets—*four times as many as the other big magazine.*

Aluminium's Advertising Manager, Frank Dixon, is convinced the Post is a wonderful way to achieve these goals. He says: "The overwhelming response to our Post ad proves what we already believed: that when you want to tell your story to the right people, the Post is the place to do it. The Post's 'Adventures of the Mind' series was one of the reasons I concluded that the magazine is read regularly by influential families. That's why we used the Post to spearhead our entire campaign in the general weekly field."

Forward-looking Aluminium Limited is putting imagination to work on new spectacular advertising... in the magazine that produces spectacular results.

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

MORE THAN 33 HOURS of LOCAL programming EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

WOC TV channel 6

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

AGATE LEADERS—*M. A. Donohue, Reader's Digest (right), retiring president of the Agate Club, Chicago, holds the plaque he received in recognition of his services to the club during the past year as he wishes an outstanding year to W. R. Macdonald Jr., McCall's, 1961 Agate Club president, at the group's annual meeting (AA, Jan. 2).*

Seven Printing Publications Get Pilot Plan for Greater Uniformity in Circulation Reports

NEW YORK, Jan. 10—A pilot plan for greater uniformity in the breakdown of circulation statements of business publications has been put to seven publications in the printing industry.

The plan was drawn up by an Assn. of Industrial Advertisers subcommittee under Harold A. Wilt, chairman of AIA's media practices committee and associate director for business publications at J. Walter Thompson Co.

Working with the committee have been representatives of Audit Bureau of Circulations and Business Publications Audit of Circulation, with representatives of the American Assn. of Advertising Agencies and National Business Publications sitting in as observers. Associated Business Publications has also been associated with the committee's activities.

The plan, reportedly "both complicated and detailed," is currently being studied by the printing publications, all members of either ABC or BPA, and also by a "house committee" of ABC.

■ Main feature of the plan is its attempt to formulate a standard list both of job titles and plant descriptions.

One BPA publication is understood to find the classification acceptable. The ABC members, however, are anxious to discuss among themselves possible "refinements."

Last April, ABC and BPA met at the invitation of AIA (AA, April 18), and agreed that AIA's media practices committee would "select certain industry fields" and invite publisher members of the two auditing organizations to "determine whether there were areas in which greater uniformity could be achieved."

ABC later suggested nine fields to make the choice from, and last summer the committee decided to study the classifications in the printing publications. They were chosen because they represented a small area with apparently not too many problems.

■ The committee met last Sept. 20, and those present included representatives of the following seven printing industry publications: *American Pressman* (ABC), *Graphic Arts Monthly* (BPA), *Inland & American Printer & Lithographer* (ABC), *Modern Lithography* (ABC), *National Lithographer* (ABC), *Printing Magazine* (ABC), and *Printing Production* (BPA).

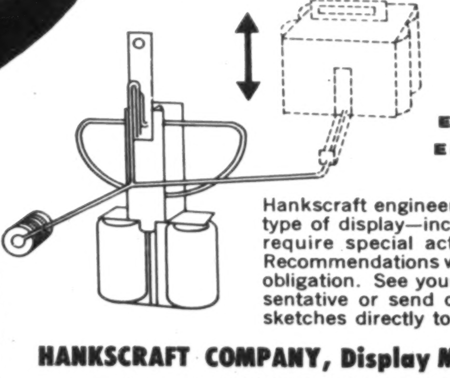
Following the meeting, three plans were drafted and submitted to 12 heavy-volume buyers of space in the journals. They chose the more detailed version.

AIA then submitted the draft classification to the publications, and now is awaiting a reply. ABC reportedly is studying the matter on behalf of its member publications, who passed the plan on to the association. #

Civic Finance to Grabin-Shaw

Civic Finance Corp., Milwaukee, has appointed Grabin-Shaw Advertising, Milwaukee, to handle its advertising. Lester Langer Advertising, Milwaukee, formerly handled the account.

Pick a Pair
Budweiser
Bud
KING OF BEERS



Hankscraft Display Motors *help* Budweiser® *set sales in Motion!*

Sales in supermarkets of world-famous Budweiser beer have increased substantially wherever this clever "Pick a Pair" display has been used. Powered by a standard Hankscraft battery-operated oscillating motor, the lovely lady commands attention (and moves Bud fast!) by raising and lowering a facsimile six-pack. She works silently and economically for weeks without attention.

Display courtesy Anheuser-Busch Inc.
Produced by Simmons Sisler Co., Inc., St. Louis, Mo.

EXPERIENCED ENGINEERING SERVICE

Hankscraft engineers can animate any type of display—including those which require special action or AC power. Recommendations will be made without obligation. See your Hankscraft representative or send cutout dummy and sketches directly to:

HANKSCRAFT COMPANY, Display Motor Division
REEDSBURG, WISCONSIN
World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis
New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

EVER SEE

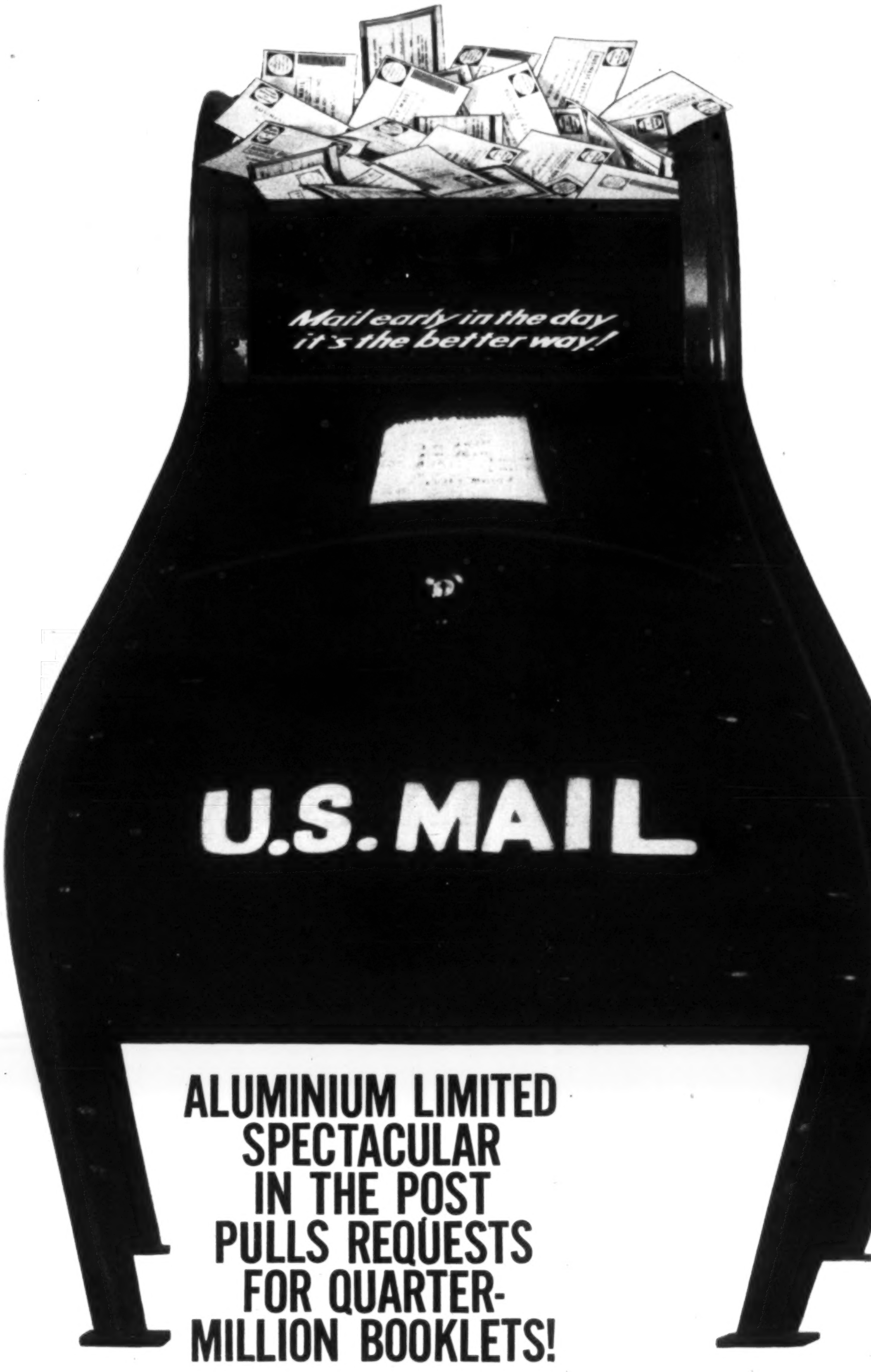
THIS AD

BEFORE?

Of course you have! You saw our Aluminium Limited ad on the preceding page. We ran this ad twice to get one point across: millions of readers see your ad page twice in a single issue of The Saturday Evening Post. And you never pay a premium for the extra chance to sell.

Actually, your ad page in the Post is seen 37% more times by the average reader than the same ad in the other big weekly. And the new Rochester Study indicates that two exposures of an ad page in an issue of the Post have twice the effect of one on the reader's willingness to buy your brand.

That's why your best policy for boosting sales is to advertise in the Post — where your ad sells more because it's seen more.



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A CURTIS MAGAZINE
The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY!

Scholars Can Improve Marketing, Frey Says; No, Artists Can: Carpenter

(Continued from Page 2)

types of advertising—one for people who have already bought, the other for those who haven't.

Said Mr. Frey: "Top management is getting impatient with us. For most of us are ignorant of attitudes. We have made some strides in understanding people, but we have barely scratched the surface. The institute would provide the momentum we need. It would consist of a small core of highly skilled people, mainly academicians. But a great deal of the work would be undertaken by business men. The effort would really be spread around."

He said marketing needs as much basic research as any other field, adding: "We've got to press much harder for it."

■ Mr. Carpenter, who taught at the University of Toronto for 12 years before moving to California, took the opposite view, warning that advertising and marketing men are making a mistake in turning to scholars for help to sell products.

"Psychologists, sociologists and anthropologists are trapped in an obsolete book culture," he said. "They live by the book, die by the book. I would turn to the artist for help."

He said artists who work with film are more in tune with the times than university professors.

"If there is an artist of the 20th century," he said, "then it is the animator. Walt Disney is a prime example.

"Advertising, it was thought, came into being to market preexisting products," said Mr. Carpenter. "But this conception is today at best an anachronism. According to the field theory of modern physics, elements are considered as incapable of retaining their identity once removed from the field."

■ Consumed in a dark room, said Mr. Carpenter, Coca-Cola is an "experience of questionable satisfaction.

"But when it is consumed in the social world of advertising," he continued, "it's the drink of a beautiful blonde sitting in a Cadillac surrounded by bronzed athletes with the sun smiling down."

In Africa, or in Melanesia, said Mr. Carpenter, where a Coke costs the equivalent of 10¢ while a local drink, similar in contents, costs as little as 2¢, the native buys the Coke if he can.

"The physical properties may be the same, but the experiences are different," he said. "Coca-Cola is far more than just a cooling drink. The consumer participates vicariously in a much larger experience. He participates in the American way of life."

Mr. Carpenter said that if we think of ads as designed solely to sell products, we miss their main effect—that they help to produce the "experienced reality."

■ He said advertising in America, far from being an all-powerful giant, could very easily in the next decade pass entirely out of existence, at least in the form we know it.

In its place, he said, may come the single ad.

"The institutional ad is becoming increasingly common in America," he said. "Those full-page color ads for Lockheed aren't designed to sell four-engine aircraft to private citizens, but to link Lockheed with the American image. As more production becomes government production—in fact, if not in name—more ads fall into this pattern."

Mr. Carpenter said that in an age of specialization, method is more important than information. Specific applications, he said, will follow if the relevant approach is found. When the marketer thinks of himself as producer, and accepts the full responsibilities that go with this role, he will be better able to fulfill the role he is actually already playing.

Mr. Carpenter said the marketing problem is infinitely more complicated than marketing men admit; most research and criticism are based on "thoroughly obsolete" approaches, he said.

■ "Consider," he said, "the recent outburst of moral indignation following the disclosure that mechanical means had been contrived to advertise subliminally. Aside from the fact this precise technique was employed as early as 1914 in film, the whole discussion had a naivete comparable only to (the late Sen. Joseph) McCarthy's charge that Hollywood communists conspired to smuggle quotations from Karl Marx into the popcorn bags."

With the rise of literacy, he said, a major portion of experience was forced into the subliminal, for translating the audible into the visual by phonetic means initiated a dynamic process that reshaped every aspect of thought, language,

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

What 3 quality factors helped this business lead its field for over 60 years?

CLUE #1

The latest example of how they still work to keep this major food company in the fore

"Let's make 'Hawaiian' mean to the pineapple what 'Brazil' means to coffee," said the late James Dole, founder of the company that bears his name, in the early 1900's. What the company did—and how it maintains its momentum today—may suggest a way to increase your own sales and profits.

Nobody in Hawaii at that time gave Jim Dole's prospects much hope. Fresh pineapple imported into the U.S. from the West Indies, one businessman recalls, "looked like pine cones and had about the same flavor and texture."

Yet Dole determined to "extend the market for *Hawaiian* pineapple into every grocery store in the U.S."

How Dole did it

He selected the best varieties to grow in the rich, red soil of his plantation. Then, resolving to can the fruit right in Hawaii at the peak of freshness, he invented new ways to preserve its color and flavor.

In the leading magazines he told America how he had developed a delicious, convenient new food, economically suited to any housewife's budget. By 1930, Jim Dole had achieved his dream. Three things did it: *quality of product, of advertising and of advertising media.*

By advertising year after year, in good times and bad, he made the name "Dole" a household name synonymous with Hawaiian pineapple. He also gave Dole a dominant share of a growing market.

A decision based on fact and logic

Shortly after the Reader's Digest began accepting advertising, the Hawaiian Pineapple Company (Dole) was among the first food companies to place a continuing schedule in the magazine. Dole's reasoning can perhaps apply to *your* business.

"We know," says Herbert C. Cornuelle, now president of Dole Corporation, "that Digest readers, the largest upper-income magazine audience in the world, would

and society.

Ultimately, by changing the form in which information was received, it reshaped human sensibilities.

"Literate man won. But literate man has become a period piece . . . By post-literate man I don't mean that modern man is illiterate, which is nonsense, of course; but I mean that the form in which the bulk of the information which shapes his daily life comes to him not by the single pathway—line-ally, one-thing-at-a-time—which is the mark of literacy, but in nuclear patterns characterized by an all-at-onceness in presentation.

■ "If what I have said about subliminal communication is true—and there is abundant supporting evidence—then not only is popular criticism here irrelevant, but current research in this field is childlike in its oversimplification. I give this as one example of the obsolescence of current approaches—an obsolescence more widespread that we might care to admit."

■ Prof. Marshall McLuhan, of the University of Toronto, said modern advertising and packaging have created a global village, and we transformed ourselves, not into global citizens, but into global yokels of the most "apathetic and zombie-eyed variety.

"Madison Ave.," he maintained, "has become a world symbol of our global yokel status."

He said that Kenneth Galbraith, in a recent article, "The Poet & the Economy," pointed to the uselessness nowadays of the old kind of decision-making based on the day-by-day whims of the public. Only the models constructed by the artist can now give the control towers of big business any navigational bearings, Mr. McLuhan said.

"If you want to be in business 10 years from now, you need to know the kind of business patterns you will be confronted with in 10 years. Only the artist can give you that kind of advance signal and directive. He is the radar of the race."

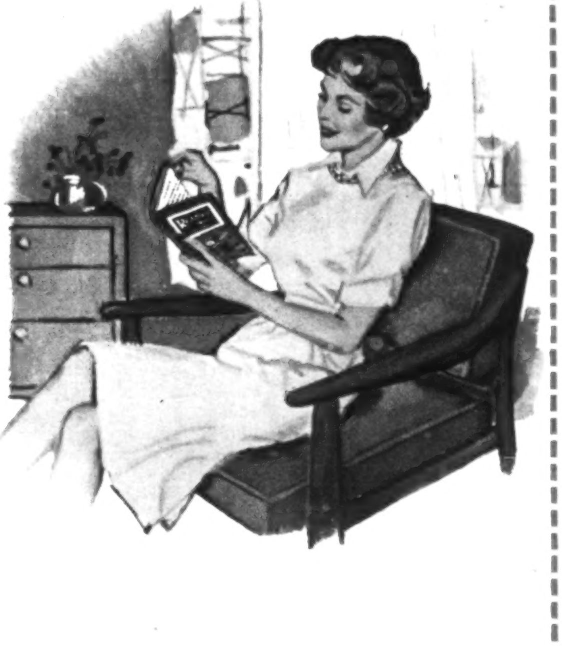
■ Mr. McLuhan said media are not just channels for messages; they are new natural resources which, like coal, oil and metals, completely alter and reshape the political economy of the world.

Today, he said, we use the direction of information flow as an index of economic growth. An increase in long distance phone calls between Toronto and San Francisco is an immediate evidence of economic growth; so is news coverage of backward countries, he said.

"We are familiar with the fact that in the Polaris missile the fuel is the engine. When the fuel is used, there is no engine left. That is true of all media on communication. The medium itself is the

(Continued on next page)

CLUE #2



CLUE #3

be interested in the quality, convenience and economy of Dole products.

"The Digest is a quality magazine reaching into quality homes. That makes it an ideal place for our advertising.

"We know, too, that the way people read the Digest helps put across our advertising message. Since readers return to the magazine again and again over several weeks, our advertising has additional opportunities to be seen and to remind readers of our products."

Quick facts for busy executives

Advertisers benefit from all these Digest advantages:

1 ***The largest proven audience of readers***—larger than that of any other publication . . . or the average nighttime network TV program.

2 ***The largest assured QUALITY audience***—more upper-income families than read any other magazine.

3 ***Repeat exposures to each advertisement***—millions see the average Digest advertisement *more than once.*

4 ***Discrimination in the advertising***—no advertising for alcoholic beverages or tobacco products.

5 ***Belief in what the magazine publishes***—in its editorial and advertising columns alike.

Everywhere in the free world, Reader's Digest reaches the people you need to make your business succeed. In more than 100 countries, over 65 million people read and believe what they see in the Digest each month. They are the largest group of influential, educated, upper-income people you can find anywhere. That is why 4,000 advertisers, including leading national and international companies, use over 20,000 pages in the 29 editions of Reader's Digest each year.

Dole
HAWAIIAN PINEAPPLE

People have faith in

Reader's Digest

Largest magazine circulation in the U. S.

Over 12,300,000 copies bought monthly

Stickin' around WITH kleen-stik®

GET IT UP . . . KEEP IT UP . . . WITH KLEEN-STIK

IDEA NO. 185

Air-Conditioned Plug for Alpine

Like the mountains it features, this clever store door sign for **Alpine Cigarettes** has *two sides*—both printed on only *one* side of **Kleen-Stik Clear Acetate.** As a result, it goes up with a quick *peel-an'-press on* glass doors, displaying its "Air Conditioned" story on the outside, its "Thank You" message on the inside . . . and selling Alpine on *both* sides! **John Urbain**, Art Dir. for **Philip Morris Inc.**, did the bright design. Handsome production—in *11 colors!*—by **Larstan Processing Co., Inc.**, Long Island City, N.Y. (**Larry Golub** and **Stan Gabriel**), with **John Silcox** handling the sale.

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE

GET IT UP . . . KEEP IT UP . . . WITH KLEEN-STIK

IDEA NO. 186

K-S Boosts New Dairy Pack

To publicize their new cartons for their line of milk products, **Roberts Dairy Co.** home office, Omaha, Nebraska, enlisted the aid of *get-it-up-and-keep-it-up* **Kleen-Stik.** This smart die-cut streamer, f'rexample, is *simple* to post on dairy cases in retail stores because of the three strips of self-sticking **Kleen-Stik** on the back. Design and production were ably managed by **Ray Dundis**, Acct. Exec. for, **Buchanan-Thomas, Inc.**, Roberts' agency, and **Ray McNeill**, salesman for **Moran Printing Co.**, Omaha.

If you want "mountain" sales for *your* product, ask your regular printer, lithograher, or silk screener for display ideas incorporating modern, moisture-less Kleen-Stik—or write direct.

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

THIS STORE IS
Alpine
AIR CONDITIONED
modern filtration
THANK YOU
refreshing taste
Alpine

NOW a brand new package
'round that same great flavor
vitamin D

message. It is the medium which taps and shapes awareness.

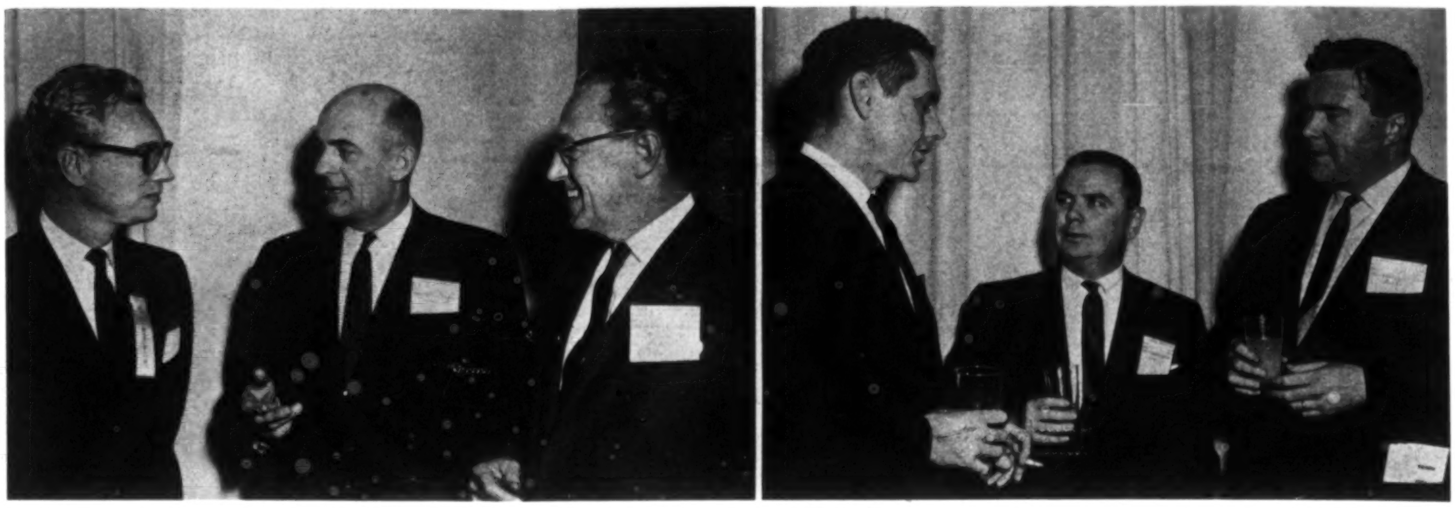
"Today, however, advertisers still use television as if it were radio or movies. But 100 years after printing, the writers and publishers were still using the book as if if it were a handmade manuscript. I don't think that we will need quite that long to discover that television is not a visual but a tactile medium. Yet it is in spite of advertisers and educators that the message of the television medium has come through."

■ He said television says the joy and meaning of life is not in consumer packages, but in following processes. The delight of man, he said, is in being with things and processes; the message of television is skin diving, water skiing, and small boats and small cars. It tells us to get the indoor out-of-doors and the out-of-doors indoors, so that we can intensify our sense of diversified spaces and textures and experience the rich variety of surface action.

"The message of television," he continued, "is the interplay of the senses, not the stress of one sense at a time, which was the message of print, of the photograph and of radio."

■ Paul Haynes, president of International Surveys Ltd., Montreal, said the question of brand loyalty has assumed new significance in the shifting market. "In the past," he said, "most of us thought of loyalty as we do of patriotism—a fine emotion, a noble sentimental tie that bound the consumer unreservedly to a brand. In this we felt secure, backed by a loyal core of exclusive buyers who would see us through like the patriots at Queenston Heights."

But, said Mr. Haynes, loyalty is not that kind of animal—not now, at any rate.



Thompson Beaupre Roach Fitzgerald Doyle Gorham

AMA SEMINAR—*Attending the eighth annual marketing for management seminar of the Toronto chapter of the American Marketing Assn. were Griffin Thompson, research director, McCann-Erickson, Toronto; W. J. Beaupre, vp, sales, Dow Kingsbeer Brewery, Toronto; Hal Roach, president, McKim Advertising, Toronto; A. J. Fitzgerald, planning manager, Carling Breweries Ltd.; Joseph D. Doyle, research director, General Foods Ltd., Toronto; and John J. Gorham, general sales manager, Ganong Bros. Ltd., St. Stephen, N. B.*

"Loyalty is a brittle relationship largely based on factors of expediency, convenience, availability and other similar mundane marketing factors," he said.

■ E. A. Dunham, vp of General Foods, said the "bright balloon" of convenience foods will shrink in size slowly, but it will shrink unless all marketers of food products start pumping it full of the qualities homemakers really expect, want and will soon demand.

"We discovered," said Miss Dunham, "that many consumers feel that food processors and kitchen appliance manufacturers think the only thing women care about is quick and easy—as developed and advertised over the years," she said.

"Quick and easy is fine, but how quick must a woman be to do a satisfactory and satisfying job of preparing meals?"

The homemaker, she said, has been given so many instant products to be prepared at the last minute that she hasn't enough last minutes to take care of all of them.

"Women tell us," said Miss Dunham, "that they love convenience foods for emergencies, hurry-up days, unexpected company. But they do not say these are the foods they are proud to serve to company or as extra special family meals."

■ Harry E. Maynard, associate advertising director of the international editions of *Life*, New York, said the ever-widening range of markets, the growing number of products and the resulting proliferation of advertising and promotion material have led to a fragmentation of many an international corporate reputation.

"Together," he said, "these factors tend to create a new disease which I call corporate multiphrenia, the successor to that old-fashioned disease called schizophrenia —ordinary split personality."

He said one main cause of this disease is the decentralization of headquarters management's authority and control.

"Once a world corporation decides to coordinate its world image," said Mr. Maynard, "and delegates the authority to do so, the task is not easy. It takes great skill to compose the symphony of a world image and then conduct harmoniously the numerous diverse products and personnel of the company's orchestra of distribution, finding the most important common denominators of its many products and markets. It takes skill to define the corporate image broadly enough to leave room for single impressions in many disparate markets."

He said one of his favorite world image campaigns that does this "magnificently" is a combination of both product and corporate advertising—"the worldwide Ford companies' series.

"It articulates so well," he said, "the notion that Ford is a worldwide company—and that not all the genius of the Ford Motor Co. is in Detroit."

■ Charles Feldman, senior vp and creative director of Young & Rubicam, New York, told the seminar it is not true that people can't stand advertising and that they pay no attention to it.

"Generally speaking," he added, "this anti-advertising point of view is a fashionably intellectual one, but not an honest one. We know—and research proves this—that people would be unhappy if there were no ads in magazines or newspapers.

"In tv," he said, "where the viewer is a more captive audience, advertising is generally positively accepted. The majority of individual viewers will and do say that they like most commercials."

Mr. Feldman also said that it makes little difference whether an advertiser uses the hard or soft sell, so long as his approach "results in interesting sell." He said that information, features, facts, benefits, pleasure, fun or moods must be made interesting and, above all, believeable.

"Without belief we are just talking at the consumer, and might as well be doing it in a foreign language." To get belief, he said, the advertiser must handle comparisons fairly. When the consumer senses this, "it is a believeable and effective way of making a claim," he said. #

Cash Sees Spending in TV Up 6%-7% in '61

CHICAGO, Jan. 10—Television net revenue should top $1.7 billion in 1961, a gain of 6% or 7% over 1960, according to Norman E. (Pete) Cash, president of the Television Bureau of Advertising.

He told the Broadcast Advertising Club of Chicago that the $1.7 billion approximation should hold true "if we play it conservatively. But if we play it strong," he added, "we can set even higher goals."

Mr. Cash said on a net time and talent basis, tv income for 1960 was $1.63 billion. He broke this down into network, $819,000,000 (up 10% over 1959); spot, $517,500,000 (up 7%); and local, $293,500,000 (up 10%).

"When the economists of the future look back, they will, I believe, peg 1961 as the year the soaring '60s took off," he said. "The problem at the moment, however, is that we are already one year behind." #

Kircher, Helton Realigns Executive Responsibilities

Ralf C. Kircher, president of Kircher, Helton & Collett, Dayton, has taken on the additional duties of general manager of the agency, and Richard L. Mills, secretary, is now secretary-treasurer. In two other appointments, W. B. Metcalfe, exec vp, was elected a director, and Jack A. Russell was named assistant treasurer.

The realignments at the agency were made as a result of the death last month of Carter B. Helton Sr., general manager, treasurer and a director, who was killed in the United Air Lines—TWA plane collision in New York (AA, Dec. 19). The agency's directors will serve as an executive committee to pass on policy matters, with Mr. Kircher as chairman.

Interstate to Space & Time

Interstate Leasing System, Beverly Hills, has appointed Space & Time Advertising, Los Angeles, to handle its advertising.

WANTED: 2 FOOD MARKETING EXECUTIVES
Leading New York Agency needs two food marketing executives immediately.
ESSENTIAL QUALIFICATIONS:

1. At least 5 years of national or regional sales **management** experience with all classes of grocery trade.
2. Thorough knowledge of all aspects of food merchandising including deals, couponing, display, premium, development, contests, storewide sales, etc. This includes knowledge of the **mechanics** of these subjects.
3. Ability to develop marketing and promotion strategies based on field and market analysis.
4. Sufficient imagination to develop distinctive and creative promotional plans with the experience to make these plans practical.

AGE: 30-40 years **SALARY**: Middle five figures, depending upon experience. In replying, include a complete resume of experience and facts which will demonstrate your capacity to fill one of these positions.

Box 521, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SELL CENTRAL OHIO with THE EARLY WORM

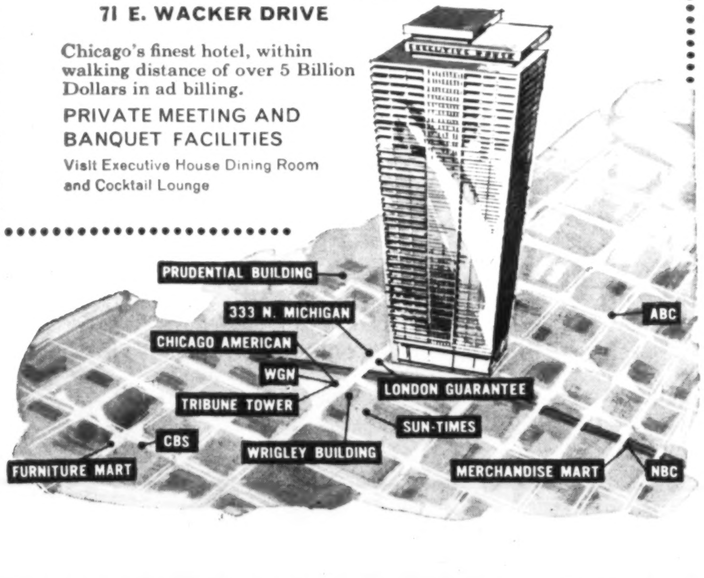
The Early Worm wakes up Central Ohioans, gets them off to work, brings them home in the evening like nobody else.

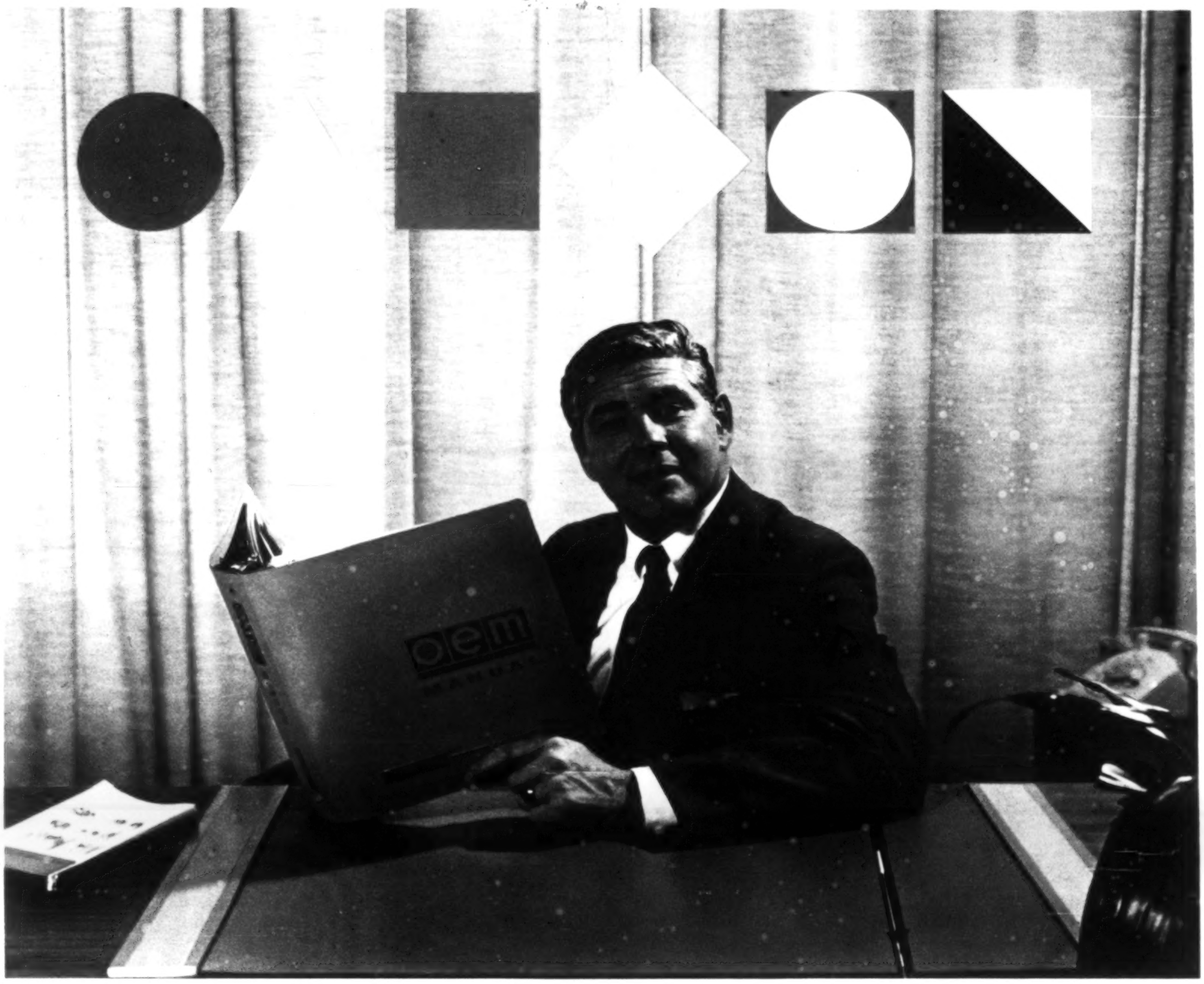
Central Ohio's continuing prosperity makes it a "must buy" market in '61. It's **yours** with The Early Worm.

WBNS radio
Columbus, Ohio
represented by John Blair

AD MEN PUT Executive House® **ON THE MAP...**
your ad headquarters in Chicago at
71 E. WACKER DRIVE

Chicago's finest hotel, within walking distance of over 5 Billion Dollars in ad billing.
PRIVATE MEETING AND BANQUET FACILITIES
Visit Executive House Dining Room and Cocktail Lounge

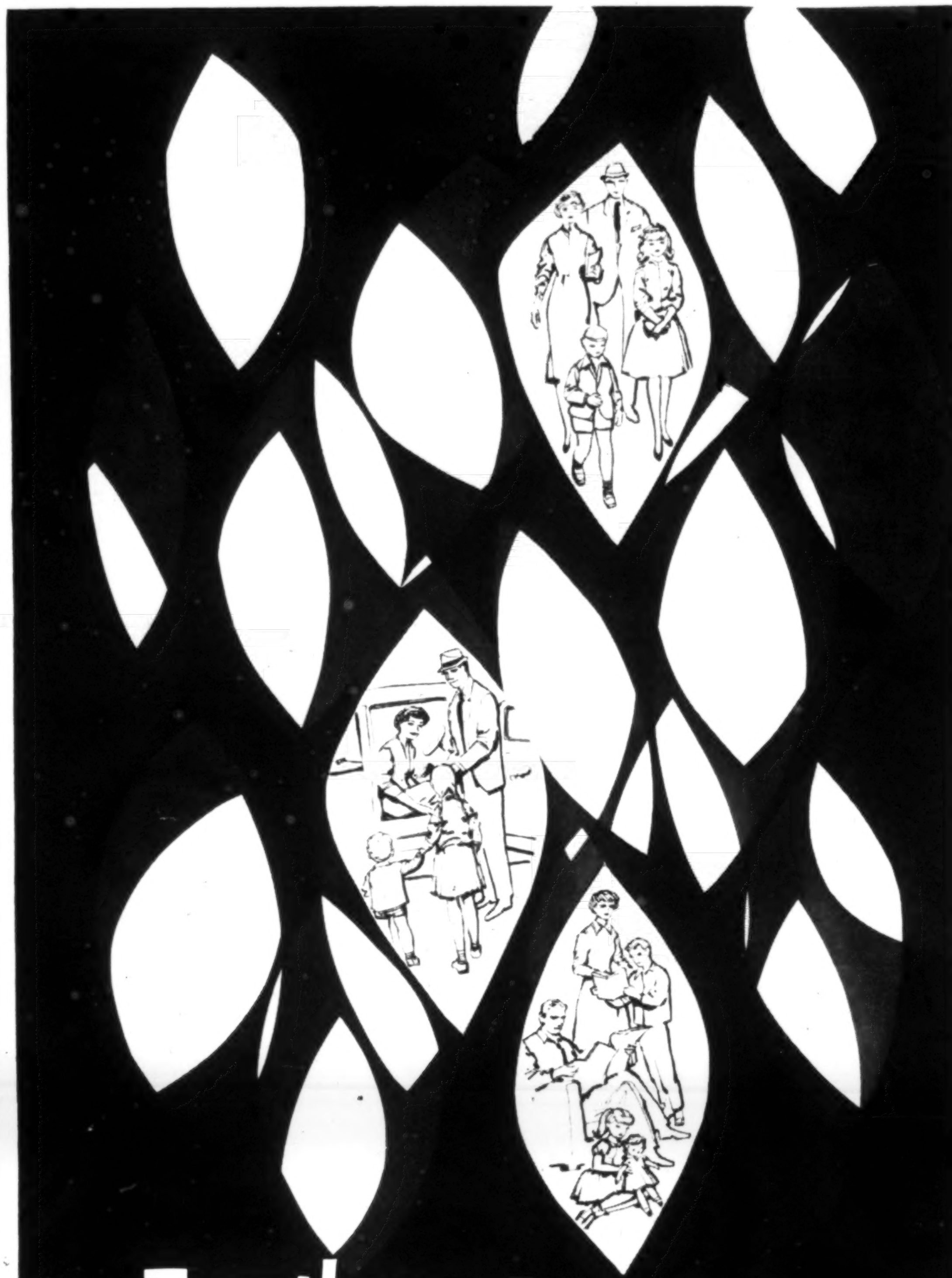




it takes a "sixth sense" to make the most of the fast growing OEM

The "first five" are concerned with measuring media. You weigh editorial, readership, response, circulation and advertising volume . . . and arrive at a good sense of relative values. In the case of MACHINE DESIGN, of course, you get facts which prove leadership on all points. But what about measurement of market for your products? The OEM MANUAL, prepared by the Market Research Department of MACHINE DESIGN, meets the needs of your "sixth sense" best. It provides the latest and most comprehensive data available to help you plan your marketing approach to the OEM. It's one of the chief reasons why MACHINE DESIGN is recognized as Headquarters for OEM Information. Ask your MD man for the full story. MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.

NBP BPA MACHINE DESIGN



Together for good reason

Families that share common interests develop a mutual respect that ties them closer together. This is particularly true of the families who read TOGETHER magazine. Their interest in church and community affairs forms a vital framework of communications. As one that serves these interests in over 900,000 homes, TOGETHER exerts a substantial influence on what its readers do, think and buy. So will your product message when it is in . . .

Together

The midmonth magazine for Methodist Families

740 RUSH STREET, CHICAGO 11, ILLINOIS

ABC

Along the Media Path

• "WIBW, Kansas . . . A Powerful Selling Arm with a Big Reach," an analysis of **WIBW** as to coverage, facilities, audience, promotion, merchandising and rates, has been published by and is available from Avery-Knodel, 720 Fifth Ave., New York 19.

• The **Green Bay Press-Gazette** published its first "extra" edition in 21 years to announce last month the Green Bay Packers had won their first National Football League western division title in 16 years.

• A unique three-color mailing piece, featuring a spinner similar to the ones used in children's toys, is being utilized by **Electronic Products** to announce that effective January, 1961, space may be bought in three regional advertising editions (East, Midwest, West) as well as the national edition.

• "How to Reach a $40 Billion Market," a promotional folder containing facts and figures on the mutual savings banking industry, is being sent to current and prospective advertisers and their agencies by **Savings Bank Journal.** Copies of the brochure may be obtained from *Savings Bank Journal*, 60 E. 42nd St., New York 17.

• **WISH-TV, WLWI-TV** and **WFBM-TV**, Indianapolis, will cooperate in an unprecedented series of television reports by Indianapolis' Mayor Charles Boswell. The reports will be presented over WISH-TV during the first four months of 1961, and the other two stations will air the telecasts during the remainder of the year.

• The **American Heart Assn.** has cited WJXT, Jacksonville, Fla., for "distinguished service and leadership" for its documentary production, "The Second Heart," which dealt with open-heart surgery and showed an actual operation on an 11-year-old composite heart patient.

• Winner of the first annual Dogs of America Awards to Humans Show, created and conducted by **WINS**, New York, for its sponsor, Rival Dog Food, received $100. A panel of long-faced, dignified dog jurists, composed of a basset hound, bloodhound, great dane and a Morris pointer, viewed the tricks performed by contestants and registered their barking approval through an audiometer.

• **KNXT,** Los Angeles, broadcast a bulletin that foreign troops had invaded Laos at 6:30 p.m. Dec. 30, four hours before the rest of the nation heard the story. Credit goes to a local radio operator, Alexander Ramati, who daily monitors worldwide short wave broadcasts for the station exclusively. Mr. Ramati heard the story direct from Laos radio at 6 p.m., phoned the station, and KNXT interrupted its early evening movie to announce the invasion.

• **WSIX,** Nashville, celebrated its 34th anniversary Jan. 7.

• The **Record Stockman** has published its "1961 Record Stockman Annual," which contains a special Denver Stockyards 75th Anniversary section. Priced at $2 each, the annual is available from the *Record Stockman*, P. O. Box 6628, Denver 16.

• More than $14,000 was pledged to the building fund of the Boy's Club of St. Louis, in a record-shattering 67-hour 8-minute marathon radio broadcast on **WIL**, St. Louis.

• Through special Air Express International delivery of **Missiles & Rockets, Airlift, Air Cargo** and **Armed Forces Management**, American Aviation Publications now makes it possible for subscribers in Europe to read their copies at the same time as American subscribers. The new jet service began with the January issues of the four publications.

• **WTIP**, Charleston, W. Va., has been awarded a certificate of appreciation by Cooper Tire & Rubber Co. for its "outstanding public service programming in support of a Cooper sponsored vehicle safety check program. During the four-day campaign, more than 400 cars were inspected on ten "safety points," with more than half of the inspected cars failing to pass the inspection because of unsafe equipment.

• "Fifteen Ways to Multiply the Value of an Advertising Dollar," a study of the romance magazine market, has been published by **Dell Publishing Co.** Additional information may be obtained from Dell Publishing Co., 750 Third Ave., New York 17.

• **WNEW**, New York, received 188,822 entries in its most recent audience promotion, in which winners received tickets to the Dec. 26 performance of the broadway show "Do Re Mi," starring Phil Silvers.

• In an effort to help visitors to the International Home Furnishings Market, Jan. 6-14, and the National Housewares Manufacturers Assn. Show, Jan. 16-20, know what entertainment Chicago offers, **Redbook** is offering a free 12-page book of entertainment advice, "Chicago in January—A Guide to What's New and What's to Do."

• "1961 Men's Toiletries Study,"

A PROFESSIONAL DESK TOP SALESMAN

...IN A 13 LB. PACKAGE

Just open the lid, plug it in and the "FLIP-TOP" presents your sales message the way you want it, complete with sight and sound. See and hear how the "FLIP-TOP" will tell your story at your desk. Write to:

DuKane
CORPORATION
Dept. AA-11 • ST. CHARLES, ILL.

CLASSIFIED—*Joyce Stephens, "Los Angeles Examiner/Herald Express Classified Girl," displays the Examiner's record-breaking 100-page Tournament of Roses classified section, which carried almost 200,000 lines of advertising.*

covering products and buying habits, has been published by and is available from **Sports Afield,** 959 Eighth Ave., New York.

- **TV Guide** has introduced a new series of filmed tv commercials as part of its extensive circulation program throughout the country. Designed to stress the magazine's editorial coverage, the spots include 12 film commercials combining animation and limericks. Each spot emphasizes a different aspect of the magazine's appeal to readers.

- News and weather were broadcast in sign language by **KMOX-TV,** St. Louis, on its "Good Morning, St. Louis" program Jan. 11. Ministers from the Lutheran Church Deaf Mission in the U. S. and Holy Cross Lutheran Church for the Deaf participated in the special program.

- **Department of New Laurels:**

'Teen carried 80,808 lines of advertising in 1960, a 93% increase over the 1959 total of 41,776 lines.

Hot Rod increased its advertising linage from 185,178 lines in 1959 to 231,588 in 1960, a 25% gain. #

Rominger Adds 4 Accounts

Rominger Advertising Agency, Dallas, has been named to handle advertising for the El Chico restaurant chain in Dallas, Ft. Worth, Shreveport and Longview; Holiday Inn Central, Dallas; Valley Lodge, Houston resort development; and Dan Estes Enterprises, Wichita Falls. At the same time, Darrel T. Johnson has been named art director.

Kelly-Smith Adds Account

All Florida-TV Week, Sunday supplement distributed in 19 Florida newspapers, has appointed Kelly-Smith Co. its representative. John H. Perry Associates formerly represented the publication. Most recent newspaper to distribute the weekly magazine is the *Miami News*, which will begin distribution Jan. 21.

Seigle Joins Arvin

Harold J. Seigle has joined Arvin Industries, Columbus, Ind., as director of marketing of the consumer products division. Mr. Seigle was formerly vp and general sales and merchandising manager of Associated Stationers Supply Co., Chicago.

Turner to Royal Crown

Robert G. Turner, general advertising and sales promotion manager of the *Ledger* and *Enquirer*, Columbus, Ga., will join Royal Crown Cola Co., Columbus, Jan. 16 as sales promotion manager. Duncan L. Chapman, personnel manager of the dailies, has been named to succeed Mr. Turner.

Taylor Offers Pink Champagne

Taylor Wine Co. has introduced its New York pink champagne, in the making for the past 15 years, nationally. Plans still are being formulated for promotion; ads reportedly will start in April in magazines. D'Arcy Advertising Co. is the agency.

Burnett Boosts Bailey in Canada

Leo Burnett Co. of Canada, Toronto, has named Edward L. Bailey, formerly a copy supervisor, vp and creative director. The agency has also promoted Maurice Stevens to art director.

Jewell Ridge to Perry-Brown

Jewell Ridge Coal Sales Co., Cincinnati, has named Perry-Brown, Cincinnati, for advertising and public relations.

Put Your Best Pica Forward!

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Meeting production deadlines

Each Wednesday night Emery picks up galley proofs of TV Guide in Radnor, Pa., and delivers them to TV Guide offices in Boston, Cleveland, Chicago, and Detroit. Corrections are teletyped in to Radnor right up to press time. The magazine is laid out on Monday and goes to press Friday night. To meet this tough deadline TV Guide picked Emery because of Emery's speed, reliability, and teletype control of shipments door-to-door. Call your local Emery man today to find out what Emery can do *specifically* for you—to your profit.

EMERY AIR FREIGHT
801 Second Avenue, New York 17, New York
Offices in all principal cities.

PHOTO REVIEW OF THE WEEK

Gateway Farms
INSTANT WHIPPED POTATO
Flakes

LeGros Sandvik Vaughan

FLYING FLAKES—*Gateway Farms instant whipped potato flakes are being promoted in the Minneapolis-St. Paul market via three cutout rotary bulletins. Checking out the bulletins are George LeGros, owner, LeGros Brokers; Alan R. Sandvik, vp, Kerker-Peterson, Gateway Farms' agency; and William Vaughan, General Outdoor Advertising Minneapolis branch manager and central regional director.*

Righter Splittorf Carroll Neville Eckelmeyer Wiley

LADIES' DAY—*The Philadelphia chapter of the American Assn. of Newspaper Representatives devoted its Jan. 6 monthly luncheon to entertaining the fair sex of local advertising agencies. Some 31 ladies attended the luncheon, escorted by a chapter member. Shown here are E. V. Righter, retired media director, Al Paul Lefton Co.; Richard Splittorf, Sawyer-Ferguson-Walker, and president of the Philadelphi chapter of AANR; Helen Carroll, media director Wermen & Schorr; William Neville, Ward-Griffit Co.; Mildred Eckelmeyer, N. W. Ayer & Son; an Ray Wiley, New York Times.*

INTERNATIONAL
ADVERTISING
LIBRARY

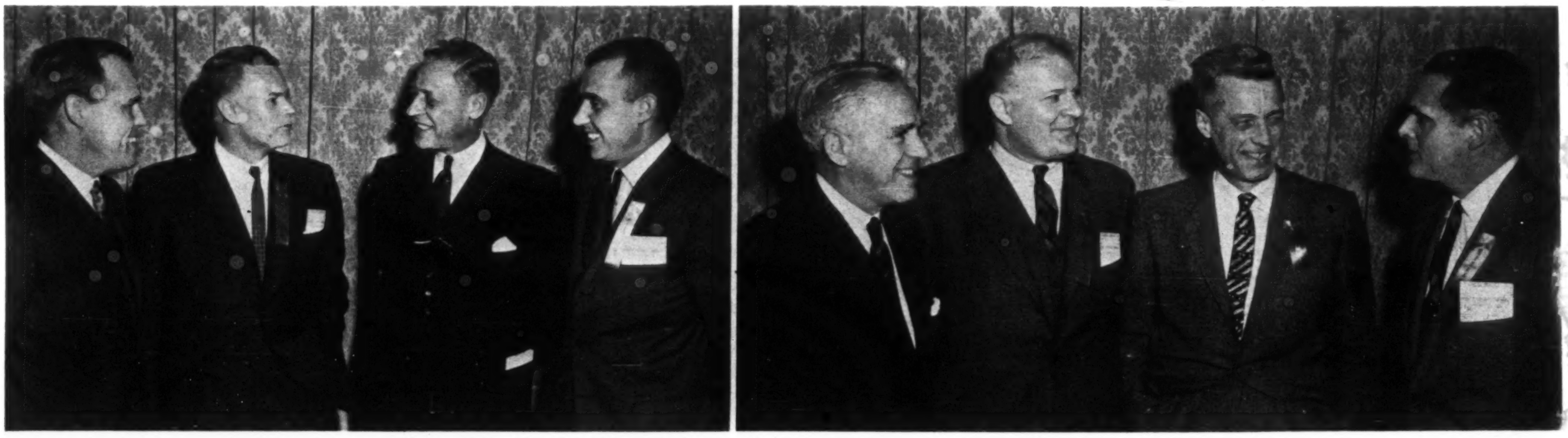
Mainland Campbell Lougee Calhoun Collier

Lewis Nichols Hoffman Feliz Johnson

AD LIBRARY—*Making plans for an International Advertising Library at the World Trade Center Libraries, San Francisco, were Dan Lewis, Johnson & Lewis; Mrs. Jeanne Nichols, World Trade Center Libraries; Eugene Hoffman, American President Lines; Frank Feliz, World Trade Center; Walter Johnson, Fuller & Smith & Ross; Lowell Mainland, J. Walter Thompson; Robert Campbell and Charles W. Collier, Advertising Assn. of the West; Frank Lougee, Foote, Cone & Belding; and William Calhoun, McCann-Erickson. AAW and World Trade Center are the library sponsors.*

Horn Shabaker Redding Burtis

WHERE'S THAT DERBY?—*Walter C. Redding Jr., who portrays "Petro" i advertisements for Houdry Process Corp., discusses 1961 ad pla with Dave Horn, the Arndt, Preston, Chapin, Lamb & Keen accou manager; H. Arthur Shabaker, chairman of Houdry's promotion committee; and T. A. Burtis, Houdry president. Petro was created by the Philadelphia-New York agency as the Houdry corporate and product image. Always shown in his derby hat, the suave, dignified Petro subtly sells Houdry's catalytic process licensing and other products.*



Galloway McEachern Cruickshank McCaskill Haynes Chop Hassard Maynard

MARKETING MANAGEMENT—*Relaxing for a spell at the marketing for management seminar of the Toronto chapter of the American Marketing Assn. were R. J. Galloway, product marketing manager, Campbell Soup Co., Toronto; John E. McEachern, assistant general manager and account supervisor, Baker Advertising Agency, Toronto; Dr. W. Harvey Cruickshank, general manager, Toronto area, Bell Telephone Co. of Canada; Donald B. McCaskill, director of marketing, McKim Advertising, and president of the Toronto chapter of the AMA; Paul Haynes, president, International Surveys Ltd., Montreal; Edward M. Chop, Canadian Oil Companies Ltd., Toronto; Russell Hassard, Imperial Oil Ltd., Toronto; and Harry E. Maynard, associate advertising director, international editions of Life, New York. (Story on Page 2.)*

LOWEST OPEN MILLINE RATE in AMERICA!

It costs less to make sales in Kansas City. The big Kansas City market (metropolitan area population 1,050,700) is covered completely by The Kansas City Star at the lowest open milline rate of all U. S. dailies.

If today's profit-squeeze has made you rate-conscious . . . if you're intent on getting maximum mileage from your advertising dollars . . . take a long look at this advertising buy in a 94% home-delivered newspaper consistently ranked among the nation's ten best dailies.

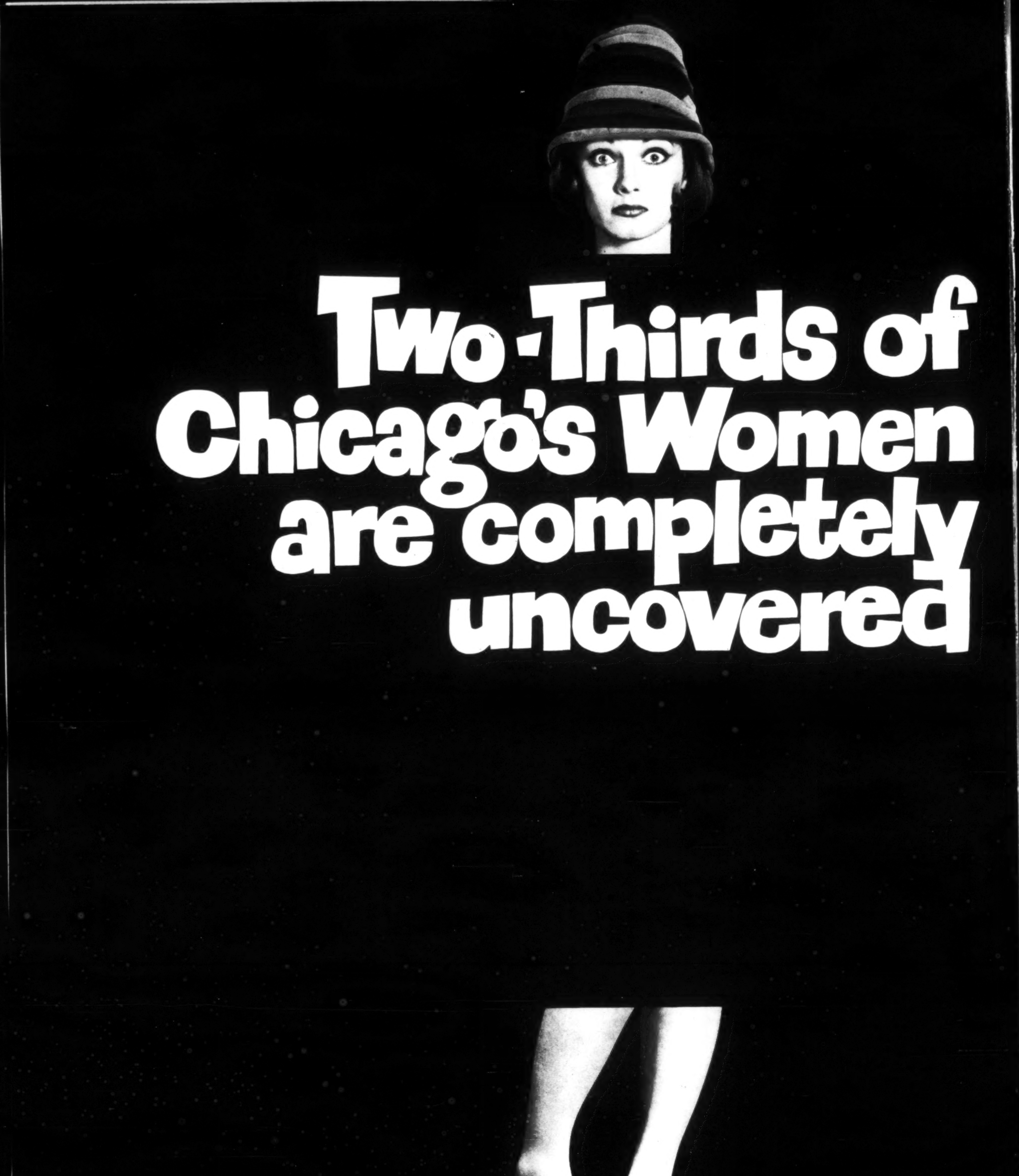
MILLINE
OPEN RATE
COMPARISON

The Kansas City Star (M & E)	$1.79
New York News (M)	2.03
Philadelphia Bulletin (E)	2.08
Cincinnati Post & Times-Star (E)	2.09
Milwaukee Journal (E)	2.12
Louisville Courier-Journal & Times (M & E)	2.26
Los Angeles Times (M)	2.33
Philadelphia Inquirier (M)	2.39
Columbus Dispatch & Citizen Journal (M & E)	2.42
Cleveland Press & News (E)	2.44
Atlanta Journal & Constitution (M & E)	2.47
St. Louis Post Dispatch (E)	2.48
Chicago Tribune (M)	2.49
Detroit News (E)	2.50
Cleveland Plain Dealer (M)	2.52
Minneapolis Star-Tribune (M & E)	2.54
Denver Post (E)	2.57
Dallas News (M)	2.59
Baltimore Sun (M & E)	2.65
St. Louis Globe Democrat (M)	2.67
New Orleans Times-Picayune & States (M & E)	2.68
Detroit Free Press (M)	2.69
Los Angeles Examiner (M)	2.75
Cincinnati Enquirer (M)	2.88
Des Moines Register & Tribune (M & E)	2.88
Seattle Times (E)	2.91
Chicago News (E)	2.94
Omaha World-Herald (M & E)	2.95
Houston Post (M)	2.97
Seattle Post Intelligencer (M)	2.97
Indianapolis Star & News (M & E)	2.99
Boston Herald-Traveler (M & E)	3.04
Oklahoma City Oklahoman-Times (M & E)	3.04
Pittsburgh Press (E)	3.12
Houston Chronicle (E)	3.21
New York Times (M)	3.28
Boston Globe (M & E)	3.32
St. Paul Dispatch & Pioneer Press (M & E)	3.44
Washington (D. C.) Star (E)	3.45
San Francisco Examiner (M)	3.52
Wichita Eagle Beacon (M & E)	3.65
San Francisco Chronicle (M)	3.68
New York Herald Tribune (M)	4.74
Pittsburgh Post-Gazette & Sun Telegraph (E)	6.39

(Source: Standard Rate & Data, December, 1960)

THE KANSAS CITY STAR

Morning and Evening 672,433 Copies . . . . 94% Home-delivered


Two-Thirds of Chicago's Women are completely uncovered

...when you rely on any one newspaper to reach them

More than 7 out of 10 Chicagoans read a newspaper every day, according to "Chicago NOW," the report on the authoritative new A.R.F. approved market study. Yet you *miss* from 63.7 to 81.5% of Chicago's women readers when you buy any *single* Chicago newspaper.

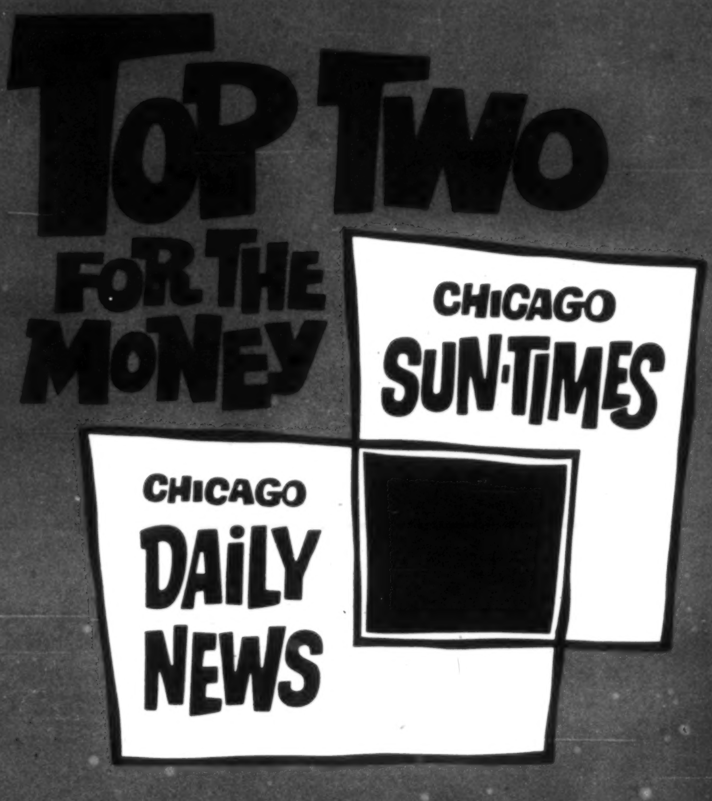
It's clearer now than ever before. It takes *two or more* newspapers to sell Chicago — and the top two for the money are the Sun-Times and Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 54 to 376 more readers per dollar, from 32 to 168 more *women* readers per dollar than other 2-paper combinations.*

"Chicago NOW"

Have you seen "Chicago NOW"? This enlightening (and a little shocking) market study will upset many of your old ideas about selling Chicago. If you don't already have a copy, contact your Field Enterprises, Inc. representative today.

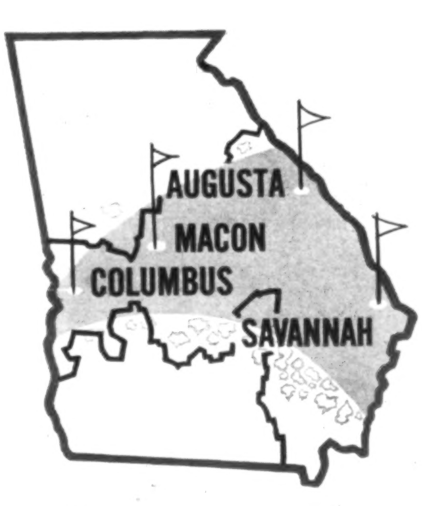
**Based on 1000 line B/W ad*



CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Circle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
ATLANTA
LOS ANGELES } Sawyer-Ferguson-Walker Co.
SAN FRANCISCO
MIAMI BEACH: Hal Winter Co.

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Copyright 1961, Field Enterprises, Inc.


AUGUSTA
MACON
COLUMBUS
SAVANNAH

Play this $2 billion fairway with the Georgia Group

Win Georgia's great $2 billion market with the bigger, more powerful Georgia Group . . . the Augusta, Columbus, Macon and Savannah newspapers. Now 84 counties big, the Georgia Group market has a total population of 1.7 million . . . half the state of growing Georgia! This winning foursome is a package buy. It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **COLUMBUS** *Ledger and Enquirer* **MACON** *Telegraph and News* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

American Fruit Grower Co. Buys 'County Agent & Vo-Ag'

American Fruit Grower Publishing Co., Willoughby, O., publisher of *American Fruit Grower* and *American Vegetable Grower*, has bought *County Agent & Vo-Ag Teacher*, *Farm Chemicals* and *Farm Chemicals Handbook* from Ware Bros. Publishing Co., Philadelphia.

At the same time, the company has established advertising offices at 415 Lexington Ave., New York, with Rod Zilenziger, formerly with Ware, as eastern advertising manager; and a midwestern office at 333 N. Michigan Ave., Chicago, with Al Zilenziger as midwestern advertising manager.

Crane Promotes DeVeaux

Donald R. DeVeaux has been named general manager of finance for manufacturing and marketing of Crane Co.'s industrial products group, Chicago. He formerly was assistant to C. H. Lovelace, vp of the industrial products group.

Loomed for lots of living...those heavenly carpets by Lees

HAPPY DAY—*This four-color page set for the April 7 issue of Life and April Reader's Digest shows how James Lees & Sons Co. "sets the scene for American living." N. W. Ayer & Son, Philadelphia, is the agency.*

Floor Covering Ad Spending in '61 to Show Little Change

CHICAGO, Jan. 10—There will be "no great swing" either up or down in carpet manufacturers' ad expenditures in 1961 from 1960 levels, because there's no reason for a marked change, W. Lyle Holmes, chairman of the board of trustees of American Carpet Institute told ADVERTISING AGE yesterday.

Mr. Holmes, president of Archibald Holmes & Son, Philadelphia; Horace C. Jones, president of James Lees & Sons Co., Bridgeport, Pa.; and Frederick H. Cook, president of Congoleum-Nairn, Kearny, N. J., painted a faintly rosy picture of industry prospects at a press briefing in the Merchandise Mart in conjunction with the International Home Furnishings Market.

Implicit in Mr. Holmes' statement was an indication of Holmes' present-level ad plans for 1961. Mr. Jones predicted that there would be no decrease in Lees' advertising spending. Lees will have three four-color pages in *Life* and *Reader's Digest* plus color pages in Sunday supplements of 310 newspapers this spring, all promoting "confidence in Lees" (*see story on Page* 77).

■ Even though the industry is plagued by the "unrelenting menace" of imports, it has spurned suggestions that its advertising use a "Buy American" theme or any variation on it.

Mr. Holmes said such an appeal would be ineffective because "American women are not so 'patriotic' that they would pass up import offerings if they are good values."

Style appeal and quality will set the demand tone in 1961, as the industry moves away from the "price-quantity formula which dominated the industry for many years," Mr. Cook said. #

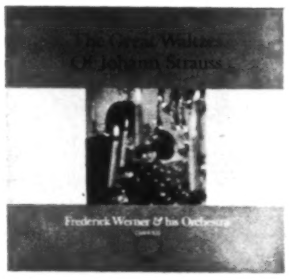
Goldsmith-Tregar Moves

Goldsmith-Tregar Co., Providence, R. I., has moved to new offices at 49 Peck St.

Dancing Party

DELIGHTFUL DIXIELAND

BROADWAY'S BEST
Oklahoma!
Carousel
The King and I
Brigadoon


The Great Waltzes Of Johann Strauss
Frederick Werner & his Orchestra

GREAT OPERA OVERTURES

CHA CHA ETC ETC

A PROGRESS REPORT FROM...

COLUMBIA RECORD PRODUCTIONS*

The Premium Industry's
Most Honored Record Company

OMNIBUS RECORDS is a pre-planned, pre-packaged, record premium program with proven effectiveness. Introduced in mid-October, it is specifically created to provide a maximum premium program for a minimum investment.

Since its introduction, three national advertisers—a meat packer, a chemical corporation and a major retail outlet—have already used **OMNIBUS** with outstanding results. Other major advertisers currently employing the program are earning dividends from its use. Completely self-liquidating, **OMNIBUS** consists of twelve long playing albums, made of the finest quality vinyl, with repertoire that appeals to every musical taste. Consumers obtain these albums by mailing one dollar to a special P.O. Box number. Most important to you, **OMNIBUS** gets top results with minimum effort at minimum cost.

For further information and a FREE sample album, fill out the coupon below and majl (with fifty cents to cover mailing costs) to Columbia Record Productions.

COLUMBIA RECORD PRODUCTIONS*
A Service of Columbia Records
A Division of CBS

*Formerly Columbia Transcriptions

COLUMBIA RECORD PRODUCTIONS
DEPT. T-101
799 Seventh Avenue
New York 19, New York

GENTLEMEN: Please send me a sample OMNIBUS album and more details on promotion opportunities with OMNIBUS premiums.

Name .... Position ....
Company .... Address ....
City .... Zone .... State ....

THE SING ALONG CHORUS

MUSIC FROM HOLLYWOOD

GREAT SYMPHONIC THEMES
PHILHARMONIC ORCHESTRA

"REDUCE, RELAX, REJUVENATE"

PASSPORT TO ITALY
Ernesto Ferrari and his Orchestra

BROADWAY'S BEST
My Fair Lady FLOWER DRUM SONG
SOUTH PACIFIC PORGY AND BESS
REGINALD RUSSELL AND HIS ORCHESTRA

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!

HABERULE
Box AA 245, Wilton, Conn.

THE HOUSTON CHRONICLE

LEADS

LEADS

LEADS

The Chronicle Leads In Total City Circulation— Daily and Sunday

5,482 More	71,554 More	16,005 More
Total City Circulation Daily Than The Houston Post	**Total City Circulation Daily Than The Houston Press**	**Total City Circulation Sunday Than The Houston Post**

The Chronicle delivers the best coverage of metropolitan Houston —
And this is important to you because . . .

Of the entire 23½ county Houston Retail Trading Zone, Metro Houston represents

72%	80%	75%
of the total population	**of the total effective buying income**	**of the total retail sales**

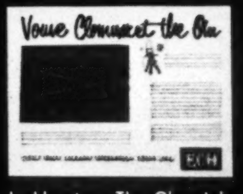
Sources: Comparison of Publishers' statements to the Audit Bureau of Circulations for the six-month period ending September 30, 1960. Chronicle daily, Monday through Friday. SRDS 1960.

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle is a Must Buy because:

In Houston, The Chronicle Reaches More People



In Houston, The Chronicle Carries More Advertising

In Houston, The Chronicle Sells More Merchandise

Member The TEXAS GROUP

“No”-man

Sometimes, we envy those subscription departments able to say “yes” to every order.

But it's a firm policy at Business Week to say “no” to most people who don't fulfill our definition of *management men*.

Last year, Ralph Blackburn, Business Week's Circulation Manager, had to do this painful chore 13,076 times. It cost us $104,502 in revenue.

But it was worth it. Because this policy guarantees an audience limited almost exclusively to the decision-makers of business and industry. Our editors *know* the audience they're working for. Our advertisers *know* the audience they're reaching.

**You advertise
in Business Week
when you want
to influence
management men**

BUSINESS
WEEK

**A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.**

Golden Dipt Names Zubrow

Golden Dipt Mfg. Co., St. Louis, has appointed S. E. Zubrow Co., Philadelphia, to handle advertising and marketing for its consumer products division.

A PUBLISHERS' REP CAN SELL IT BETTER!

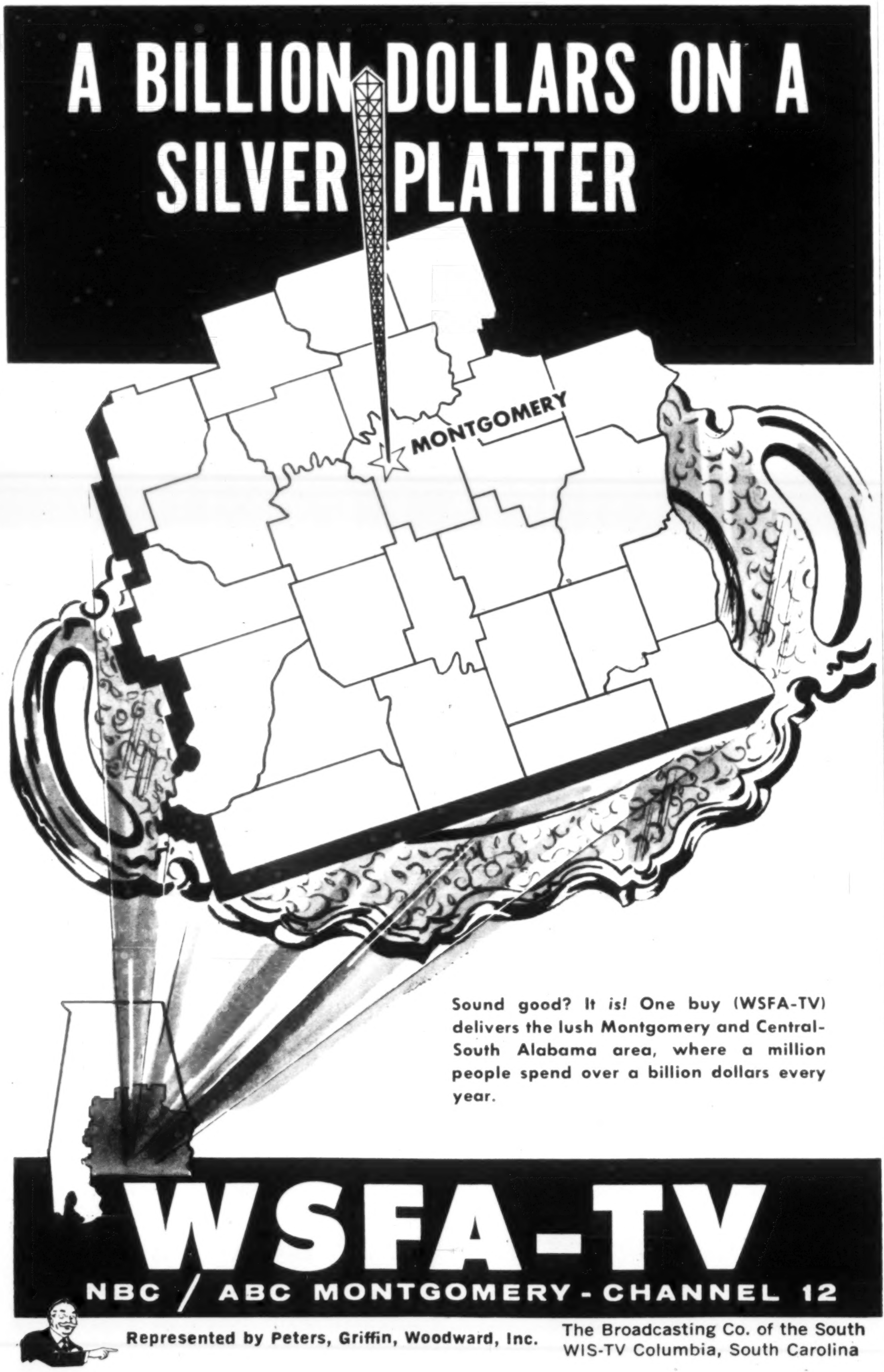
—and especially in the West where greater manpower, broader experience and contacts pay off for publishers. 13-state coverage. Offices in San Francisco and Los Angeles.

"Mo" Kimball, Pres.

The Maurice A. Kimball Co., Inc.

LOS ANGELES • 2550 Beverly Boulevard

WEIGHTY WORDS—*The new Metrecal tv commercial begins as announcer Martyn Green quotes Hippocrates' warning: "Fat men are more likely to die suddenly than the slender." As the camera follows a man around the city, the voiceover points out the life expectancy hazards of overweight and the difficulties of reducing the number of calories while maintaining balanced nutrition. The commercial ends with the suggestion that viewers watch their weight trends, visit their physicians regularly and take his advice on the problems of weight control. The only mention of the product: "These thoughts are brought to you by Edward Dalton Co., makers of Metrecal, dietary for weight loss and control." (Edward Dalton Co. is the special purpose nutritional products marketing division of Mead Johnson & Co.) It adds up to a very palatable commercial, though it seems somewhat anomalous that weight reduction promotion should appear on a show featuring Winston Churchill, a living exception to Hippocrates' rule about fat men.*



A BILLION DOLLARS ON A SILVER PLATTER

MONTGOMERY

Sound good? It *is!* One buy (WSFA-TV) delivers the lush Montgomery and Central-South Alabama area, where a million people spend over a billion dollars every year.

WSFA-TV

NBC / ABC MONTGOMERY - CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc.

The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

BofA Presentation Gives Dailies Edge on Local Magazines

NEW YORK, Jan. 10—The Bureau of Advertising, American Newspaper Publishers Assn., has issued a frankly-competitive rundown on the effects of newspaper advertising vs. regional editions put out by magazines.

The BofA presentation, titled "The Regional Advertiser's Puzzle," catalogs newspaper advantages in terms of costs, coverage, penetration, reader acceptance and other factors.

Its competitive nature perhaps can be discerned in a section on cost comparisons. Magazine advertisers, the study says, pay "substantial premiums for partial circulation, while newspapers charge no premium for tailoring their coverage to fit almost exactly any marketing area."

■ In addition to figures on newspaper vs. regional magazines cost comparisons, the study includes a set of maps showing family coverage by newspapers in contrast to three national magazines. #

Grant, Schwenck Drops Carrollton Mfg. Account

Grant, Schwenck & Baker, Chicago, has resigned as agency for Carrollton Mfg. Co., Carrollton, O., manufacturer of stainless steel sinks, due to "increasing lack of agreement" on advertising and sales promotion policies. The company, with a total advertising budget of approximately $1,000,000, said it had not selected a new agency.

Electro-Logic to Winters

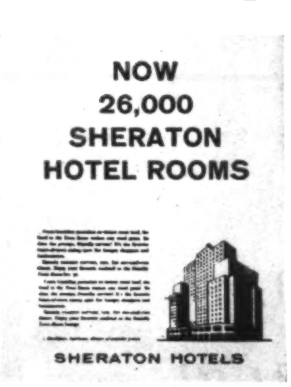
Electro-Logic Corp., Los Angeles electronics company, has named Curtis Winters Co., Los Angeles, its agency.

HOUSE ORGANS

This form of advertising can make sweet music. But the copy must SING! Need not be expensive. (I publish one on a blotter). Free copy! Phone HA 7-9187.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago



Ad Clinic #22

(a transparent device to get you to read this Sheraton ad)

by Ivy Leake

Be specific

NOW
26,000
SHERATON
HOTEL ROOMS

SHERATON HOTELS

Chances are Sheraton has a few more or less rooms than the pat 26,000 figure stated in the headline.

Consumers want facts, not generalities.

Yeah, but — the truth is — we've both missed the boat. It's closer to 27,000, what with the new Sheraton-Baltimore Inn, the new Diamond Head Wing of our Princess Kaiulani Hotel on Waikiki Beach and the new Sheraton-Tel Aviv, now under construction. If you'd like to know *everything* (room-wise) about Sheraton (and if you'd like to help us check the pull of this ad), send for free, 104-page Sheraton Booklet. Write: **Sheraton Corp., Ad Age Ad #22, 470 Atlantic Ave., Boston, Massachusetts.**

Million Market Newspapers, Inc. Announces New Research, Merchandising, Rate Plan

Effective March 1961, Million Market Newspapers, Inc. will offer national advertisers and their agencies a special plan to aid them in more effectively using newspaper space and reducing newspaper advertising costs.

MMN has already invested nearly $100,000 in the development of research plans which have been a major objective of the organization since its inception a year ago.

Advertisers and agencies have been consulted. Major research organizations have made important contributions. The Gallup Organization, Daniel Starch & Staff and MMN Research Team have conducted extensive research studies to determine the areas which would contribute most to the advertiser and his agency. Now, MMN fulfills its original promise to offer the finest newspaper advertising service ever made available to the advertising community.

NEW RESEARCH PLAN:

In March 1961, MMN will inaugurate a massive, in-the-field, continuing research program. This will be the first continuous newspaper research program of multi-market size and stature to be instituted by any newspaper group. Field work will cover every month of the year in selected weeks.

A continuous flow of new data will be developed on consumer awareness, ad readership, copy effectiveness, product acceptance and specific market information by age, income, sex, occupation, plus many other areas of vital and growing importance to the national advertiser.

Preliminary studies already indicate the wealth of material which can be expected from this program: a new-car announcement newspaper advertisement was recalled by 82% of the MMN male readers; a TV spectacular, during the same week and sponsored by the same new-car manufacturer, was watched by 36% of the MMN male readers, 18% of these readers were able to report sponsor identification of this program.

Important new information on in-the-market prospects has been developed, with discovery of generally better penetration of national newspaper advertising among prospects than among non-prospects, lending support to the theory that people in the market for goods and services seek out the advertiser's message in newspapers.

MMN believes that this unprecedented research undertaking will prove a unique and valuable aid to the national advertiser and his agency.

NEW MERCHANDISING PLAN:

MMN will exploit fully the local resources of each MMN paper to provide a coordinated merchandising support program for national newspaper campaigns. In discussion with the advertiser and his agency, MMN will work out a tailored merchandising program which will avoid the hackneyed and the trite and which will fit the specific sales needs of the advertiser.

NEW RATE PLAN:

Current rate announcements from MMN newspapers show significant, new discount structures for national advertisers, permitting complete flexibility according to the individual advertiser's needs. There are no requirements for specific schedules or frequency. These new rates provide an additional incentive to the national advertiser in his use of the big newspaper in the big market.

For further information about the new MMN research, merchandising, rate plan, Call or write your nearest MMN sales office.

MMN SALES OFFICES:

NEW YORK
529 Fifth Avenue (17)
YUkon 6-3434

CHICAGO
333 No. Michigan Blvd. (1)
STate 2-0103

DETROIT
438 New Center Bldg. (2)
TRinity 5-3350

LOS ANGELES
3540 Wilshire Blvd. (5)
DUnkirk 1-2251

SAN FRANCISCO
111 Sutter Street (4)
DOuglas 2-5422

MMN

Million
Market
Newspapers, Inc.

BOSTON GLOBE • MILWAUKEE JOURNAL • PHILADELPHIA BULLETIN
ST. LOUIS POST-DISPATCH • WASHINGTON STAR

Boulder to Get

The Voice of the Rocky Mountain Empire

★★ THE DENVER POST HOME EDITION

Denver, Colo.—Climate Capital of the World

5 Cents, 60 Pages

Vol. 69, No. 149

Boom on Building Forecast for '61

By HARRY WALKER
Denver Post Staff Writer

What's the home-building outlook for Denver in 1961?

The newly-elected president of the Home Builders Assn. of Metropolitan Denver believes it is excellent.

Jerry Ehrhart, the new chief for some 600 builders, **has his** reasons for optimism:

- **Vacant land which has been held off the market awaiting higher prices will "loosen up."**
- **Availability of new water and sewage facilities will zoom now that the "Blue Line" has been broken around the city's fringes by the Denver water board.**
- **Builders are "chomping at the bit" to resume the strides they set in 1959—and the labor supply is ample.**
- **Demand for medium-priced homes continues strong by newcomers in Denver's industrial expansion.**
- **The rental market is the tightest in three years.**
- **Owners of existing homes are beginning to remove the "blue sky" (padding) from prices they have been holding out for, unwilling to sell.**
- **The supply of mortgage loan funds is ample—at interest rates that appear to be holding stable at around 6 pct.**

Much of Ehrhart's optimism is garnered from Denver's high level of income during 1960 — and the fact that many wage rates automatically will advance Jan. 1 under labor agreements of recent months.

"It's a buyer's market right now," he said.

"Never in recent years have seekers had it so

"I can't see any further price increases because the elimination of water and sewage problems will create some competition for a change," said Ehrhart.

Ehrhart emphasized he does not expect building of the area to boom at least during the first half of the year, but rather to enjoy a steady increase in pace compared with 1960, which he said was about 10 pct. less active than in 1959.

Any government or congressional action under the new administration will affect the future of the industry in one way or another—but optimism prevails among its leaders throughout the country, he said.

Sales Director

Ehrhart, 43, vice president of sales for Hutchinson Homes the past eight years, has been active in the Home Builders group, having been secretary and a director since 1961. He assisted in planning the 1960 Parade of Homes.

A native of Salida, Colo., he has resided in Denver since boyhood. He is a graduate of Denver University with a degree in chemical engineering. He resides with his wife and four children at 95 S. Cody Ct., in Lakewood.

Other officers elected by the Home Builders during the week were John Crawford, head of the Crawford Construction Co., vice president; Johnny Greene, of Bogue Building Corp., treasurer; and Keith Neville, Keith Homes, Boulder, Colo., secretary.

Besides the officers, members of the board of directors for 1961 include Gib Egan, past president; John Chapin, of Chapin & Grossman, Inc.; Bill Cook, Burns Construction Co.; Sam Primack, Perl-Mack Construction Co., and Hazen Moore, Larigo Building Co.

FOR 6TH MONTH

Crude Oil Output Up Again in State

For the sixth consecutive month, Colorado's production of crude oil increased during November.

The Rocky Mountain Oil & Gas Assn. said the state's oil wells produced at an average rate of 132,359 barrels a day during the month, compared with a 131,886 mark in October and a 131,077 rate for September.

Daily average production for the first 11 months of the year was 129,800 barrels, which compares with a 127,255 daily mark for all of 1959.

said if the

October. Thirty of these were dry holes, two were gas discoveries and two located new oil sources.

Discovery Wells

Completion of a gas discovery

Baca County

Roberts To Direct Big Project

By GENE LINDBERG
Denver Post Staff Writer

BOULDER, Colo.—This university city has been selected as the site of a multi-million-dollar scientific project, according to word received here Tuesday from the National Science Foundation, meeting in New York.

The scientific facility—the National Center of Atmospheric Research—will be financed by the federal government.

Dr. Walter Orr Roberts, director of the University of Colorado's High Altitude Observatory, will be director of the new center.

Dr. Roberts, one of the world's foremost astro-geophysicists, was chosen for that post last June when the decision to establish the research center was anncunced jointly by the National Science Foundation (NSF) and the University Corp. for Atmospheric Research (UCAR), a group of 14 large U.S. universities with graduate programs in meteorology.

At that time the site of the center was not picked, but from the start Colorado's favorable climatic and geographic location, along with nearness to the High Altitude Observatory (HAO) and the Boulder Laboratories of the National Bureau of Standards, made Boulder a strong contender.

According to word received from Denver and the office of Gov. Steve McNichols, the site of the center is a tract of 400 to 500 acres southwest of the Bureau of Standards Labs, and is being donated by the state.

Cost Spread

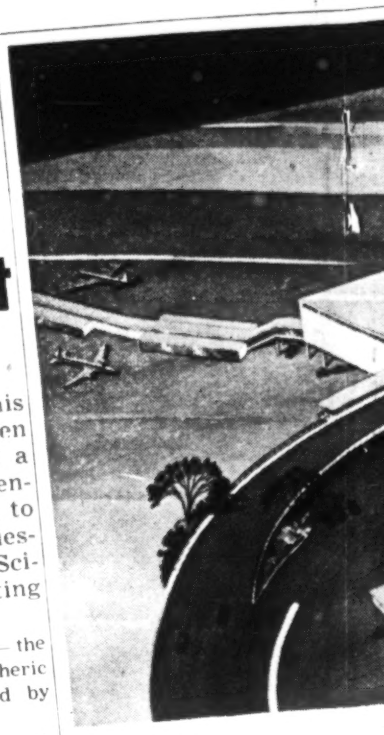
Accordnig to Don Daily, administrative assistant to the governor, construction estimates range from $25 to $40 million, spread over the next five years.

It is believed about half the total cost of the center will be spent in the first two years.

Annual payroll and purchasing account of the center is expected to reach $10 million yearly.

After his appointment in June, Roberts hired a small staff and began working on basic scientific problems concerning the center. The fact of his appointment pointed toward probable selection of Boulder. Officials of the University of Colorado had been urging this site ever since the proposal to found the research center first was announced a year ago.

Many Bidding



This is an architect's draw
that has been proposed fo

PSC Sets 52 Millio Expansion

More than $54 millio
new construction of e
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board of directors Fri

"This new authorization
added to previous but
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million," R. T. Person,
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45.5 Million in Ye

He said estimated c
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ing year are $45,509,00

"This figure does
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Person said.

Included in the co
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will increase Valmo
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Cherokee Ad

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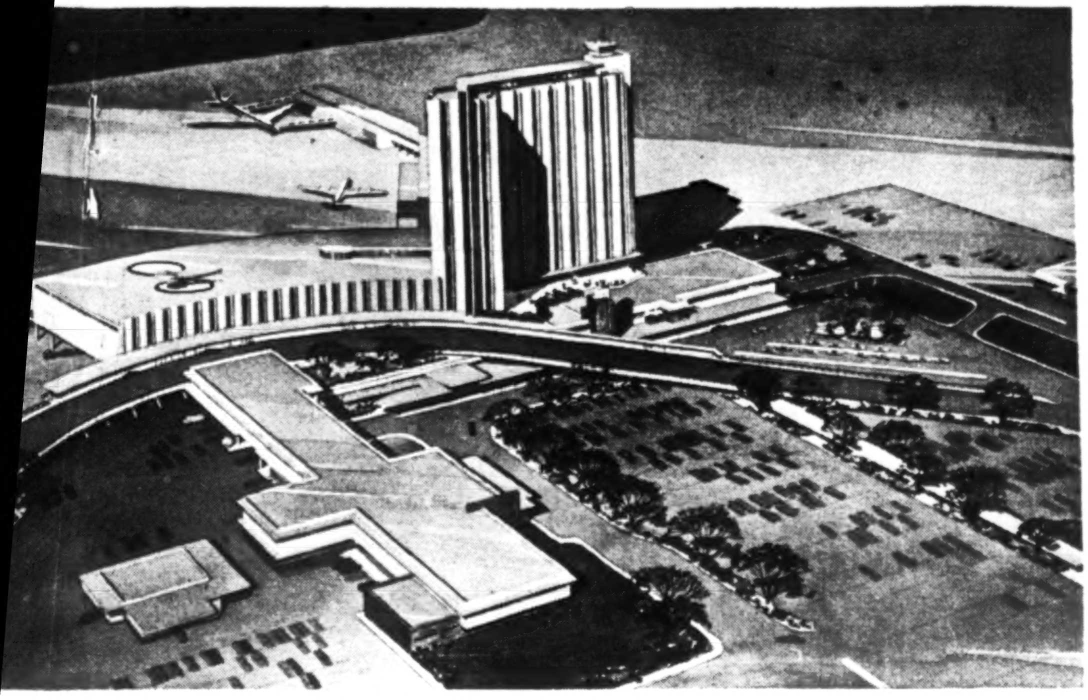

PROPOSED FOR STAPLETON FIELD

's drawing of the $4 million hotel
osed for erection at Denver's Staple-ton Field. Airport control facilities for Stapleton would be located atop the structure.

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$335 Million Revenue Likely For Colorado

Colorado revenue collections from all sources should total $335 million during the 1961-62 fiscal year, figures released by Gov. Steve McNichols showed Tuesday.

Revenue collections for that fiscal year—which begins next July 1—are expected to be up $9.2 million, or 2.8 pct., over collections during the current fiscal year.

Receipts for the coming fiscal year are expected to be more than $25 million more than actual revenue collections for the 1959-60 fiscal year, which ended last June 30.

Con F. Shea, state budget director, estimated that all forms of state revenue will increase in the 1961-62 fiscal year with the sole exception of the state property tax. The property tax will decline because of expiring building mill levies.

Shea estimated the state will have available for its general fund a total of $97 millio for the coming fiscal

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the Legislature.

Rail Trips To West

WEATHER HELPS

Airport Work Jumps Ahead

By DAN PARTNER
Denver Post Staff Writer

Favorable weather has provided Denver with a head start on the $10 million jet facilities construction program at Stapleton Field.

Tom Foster, project engineer, said Friday the work is two months ahead of schedule and major structures spanning Sand Creek, the Union Pacific railroad and U.S. Highway 70 may be completed by next September. These structures will carry the 11,500-foot north-south runway that will give Denver one of the nation's top airports.

Resurfacing the 10,000-foot east-west runway has been completed and its companion taxiway is scheduled to be finished by early spring, Dick Martin, Denver aviation director, said.

The entire program, started last summer, is slated for completion in the fall of 1962. The new $7,800,000 strip will provide south-to-north take-offs over the open area of the

Detour

Supporting structures
runway over the UP tracks and U.S. 70 also are under construction. Smith Rd. will be closed to through traffic when the project is completed. Traffic on Smith Rd. will be routed north
U.S. 70 on Havana and Que-

Stock Show Due to Set Records

Open class
judging is expected to attract 1,075 head with Herefords leading the list with 575 entries. Angus follow with 340 contenders for ribbons and Shorthorn breeders have en-
160 head.

sell the nation's
3rd fastest growing
major market
through
one of America's
great newspapers

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

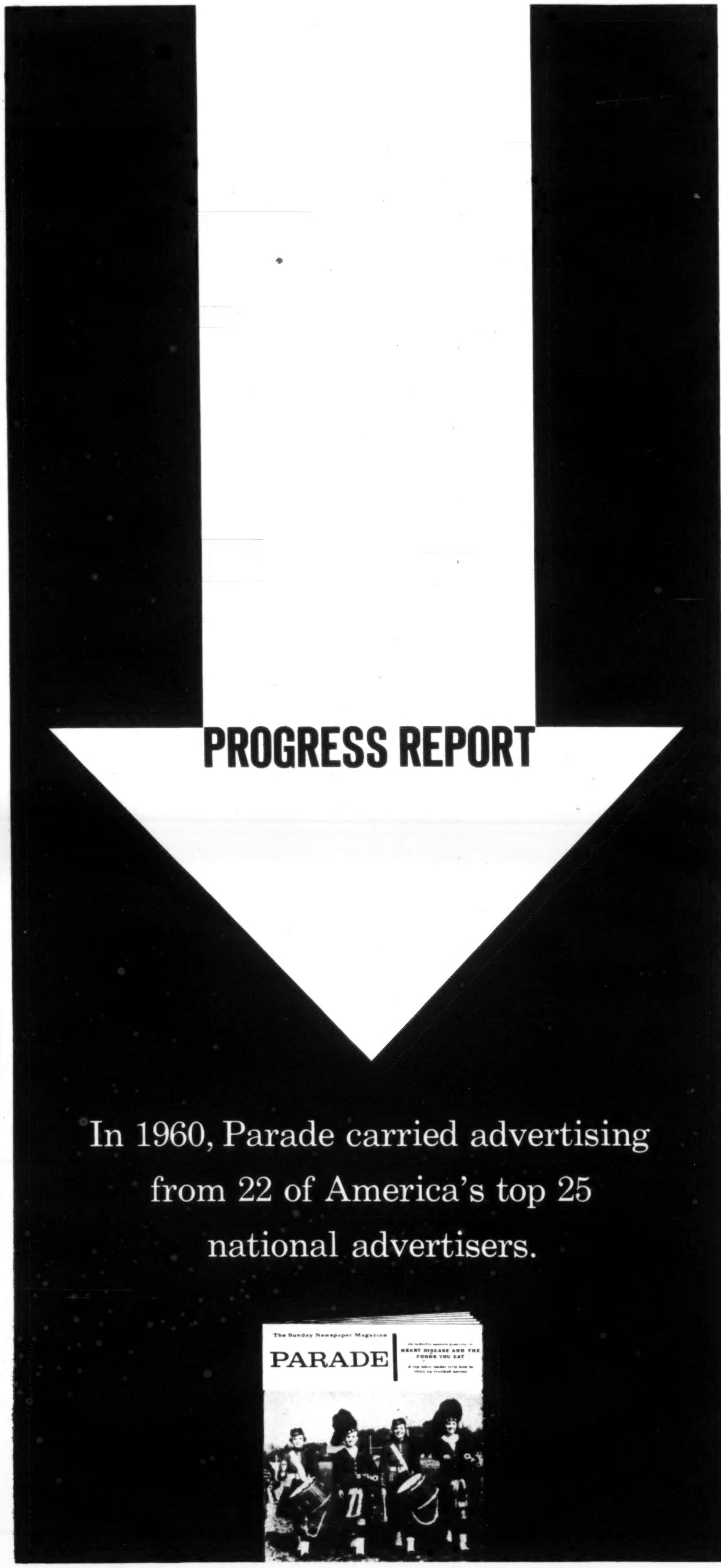
CIRCULATION

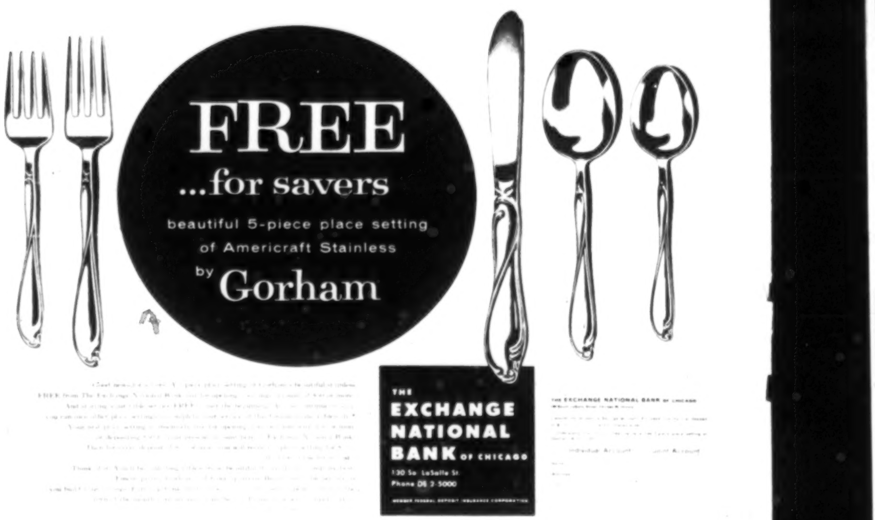
Daily	262,462
Sunday	340,096
Empire Magazine and Comics	360,334

A. B. C. Publisher's Statement September 30, 1960

few papers anywhere cover
their home city and trade area as
effectively as the Denver Post

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.


PROGRESS REPORT
In 1960, Parade carried advertising from 22 of America's top 25 national advertisers.
The Sunday Newspaper Magazine
PARADE
HEART DISEASE AND THE FOODS YOU EAT


FREE
...for savers
beautiful 5-piece place setting of Americraft Stainless by Gorham
THE EXCHANGE NATIONAL BANK OF CHICAGO
130 So. LaSalle St.
Phone DE 2-5000

BANK PREMIUM—*Exchange National Bank launches its new premium campaign for savings with half pages in Chicago dailies. Layout uses full-size photography of the tableware. H. M. Gross Co. is the agency.*

Bragdon, Vaughan Hit Budgeting Ads as Sales Percentage

NEW YORK, Jan. 10—The ad budget computed as a percentage of sales was disavowed last week at the Publishers Adclub's monthly luncheon. The club is composed of advertising managers of book publishing houses.

The two speakers—Allen Bragdon, ad director of Macmillan Co., and Sam Vaughan, senior editor and former trade ad director and sales manager of Doubleday & Co.—both stressed that a publisher's promotion budget should be determined by deciding "what we are trying to do, and what will it take to do it," rather than any reliance on an "ancient formula."

Mr. Vaughan verified this view by mentioning four best sellers, "Advise & Consent" (which has sold 310,000 copies); "American Heritage Picture History of the Civil War" (62,000 copies); "Mistress of Mellyn" (33,000 copies) and "Exodus" (473,000 copies). The ad budgets for these varied from 5% to 8% to 14% of sales. But the high of 14% meant a budget of only $11,000, while the 8% represented a budget well over $55,000, he said.

■ The advertising decision, he said, "is as much a publishing decision as setting the print order or buying a manuscript." But he cautioned that advertising is but one possibility in promotion. "What sells books is usually a good book, plus the right constellation of other elements—timing, packaging, distribution, publicity, advertising, the breaks.

"Why our dumb and marvelous belief in the mystic power of 900 lines in the *New York Times*? How often do we toss off a $600 ad on a book when the publicity department is conscientiously holding the line on 30 marginal review copies?

"How often do we agree to buy an ad for a book so poorly distributed that even if the ad stimulates interest, it serves only as a challenge to the would-be customer in a strenuous game of find-the-book?

"How often does an ad manager let a little blood, agree to an ad, then okay copy that sounds as if it had been written by a large, transistorized, fully automated copywriting machine?"

■ Mr. Vaughan also lamented that often "it is the 'non-books' which get the advertising designed to sell, and 'books' which get the non-advertising. Too often we believe that a good book is sufficient unto itself, but that a merchandisable 'non-book' needs our shrewdest advertising and promotion know-how."

Mr. Bragdon detailed how he estimates his budget by "getting the big picture first." Briefly summarized, his method is this: First figure how much must be spent on the major new titles, on seasonal backlist promotions and on annual costs (announcement catalogs, publicity releases, library cards, etc.). Then, get the sales department to estimate the sales increase expected for the year, and increase last year's total ad budget by the same amount. Next, subtract the amount previously estimated (for major new titles, seasonal backlist promotions and annual costs). The remainder is what is to be spent for all other new titles coming along throughout the year. He stressed that these budgets should not be allocated more than a month in advance of each title's publication.

Mr. Bragdon also had these words of advice:

- Don't advertise a book that is not available for sale. Watch for publicity breaks—author appearances, syndicated column pickups, second serialization. Watch for any action on a title and find out why.
- The book that is beginning to move should be promoted ahead of its sales. ("This is putting advertising to work at its most fruitful time—when a lot of other things are going for the book too.")

■ As for when to stop advertising a new book that has been rolling along, he recommended: "Quit as soon as you are spending more than you can afford to pay for the increased sales. If you are willing to spend 10¢ on every $1 of net sales and you discover that your continuation is costing more than that—chop it off.

"Have confidence that your promotion investment will pay off," he urged. "Yes, advertising works. Try publishing a list without it some time.

"Don't be an advertising man, be a promoter. Your budget is the power to create an impact—not a sum of money to avoid overspending at the end of the fiscal year."

And, after planning the campaign, "Sell it to everybody in sight, before, during and after. Your professional confidence will become contagious, and the first thing you know it will show up in sales.

"We have heard just about enough snide remarks about how archaic our ads look and how outdated our methods are. I challenge any other industry to launch 15,000 new products a year and be as imaginative, adaptable and versatile as we are." #

WNBC, WNBC-TV Boost Harder

Earl Harder, formerly manager of traffic of WNBC and WNBC-TV, New York, has been named to the new post of director of continuity acceptance.

Coming Conventions

Jan. 15-18. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 20-22. Advertising Assn. of the West, midwinter conference, Pioneer Hotel, Tucson, Ariz.

Jan. 20-22. Retail Advertising Conference, 9th annual meeting, Palmer House, Chicago.

Jan. 26. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Jan. 27-29. Eastern Inter-City Conference of Women's Advertising Clubs, Warwick Hotel, Philadelphia.

Jan. 27-29. National Advertising Agency Network, eastern regional conference, Penn-Sheraton Hotel, Pittsburgh.

Feb. 1. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 3-5. National Advertising Agency Network, midwestern regional conference, Sherman Hotel, Chicago.

Feb. 8. Michigan Council, Four A's, Rackham Memorial Bldg., Detroit.

Feb. 8. Magazine Publishers Assn., regional meeting, Drake Hotel, Chicago.

Feb. 9-11. Mutual Advertising Agency Network, Canterbury Hotel, San Francisco.

Feb. 14-15. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

Feb. 26-28. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 27-28. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, annual convention, Washington, D. C.

May 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 28-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Kentucky Plans Hearing on Outdoor Sign Regulations

Henry Ward, Kentucky state highway commissioner, is planning a public hearing, probably this month, for all concerned with regulations governing outdoor signs along the state's expressways. The 1960 outdoor poster law forbids outdoor posters within 660′ of Kentucky interstate highways except in certain commercial and industrial areas. In these areas, the supplemental regulations control the location and messages of the billboards. Mr. Ward said he had been informed that people affected by the new law had not been heard before Earle C. Clements, former highway commissioner, imposed outdoor sign regulations last August.

Confusion over the regulations was brought out recently when the legality of an outdoor sign being erected off Watterson Expressway in Shively by Naegele Outdoor Advertising Co. of Kentucky was questioned.

SELL CENTRAL OHIO with THE ROUND ROBIN REVIEW

You can't beat woman-to-woman talk for getting to the lady who holds the purse strings.

Central Ohio's continuing prosperity makes it a "must buy" market in '61. It's **yours** with Fern Sharp's Round Robin Review.

WBNS radio
Columbus, Ohio
represented by John Blair

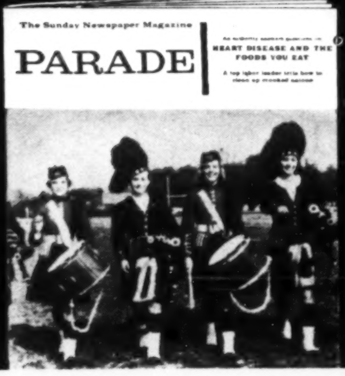
The Sunday Newspaper Magazine
PARADE
HEART DISEASE AND THE FOODS YOU EAT

Among the leading brands advertised in Parade for the first time in 1960 were . . .
Bigelow-Sanford Floor Coverings, Bulova Watches, Gulf Gasoline, Metropolitan Life Insurance and Libby Canned Meats

PROGRESS REPORT

PROGRESS REPORT

Of the 30 largest Parade advertisers in 1959, 27 repeated in 1960.


The Sunday Newspaper Magazine
PARADE
HEART DISEASE AND THE FOODS YOU EAT

Nielsen Network TV

Two Weeks Ending Dec. 18, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Peter Pan (Revlon, NBC)	21,606
2	The Wizard of Oz (Benrus, Whitman Candy, CBS)	21,425
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	18,984
4	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	17,583
5	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	16,182
6	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	15,910
7	77 Sunset Strip (Several sponsors, ABC)	15,278
8	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	14,871
9	The Untouchables (Several sponsors, ABC)	14,871
10	Perry Mason Show (Several sponsors, CBS)	13,696

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Peter Pan (Revlon, NBC)	47.8
2	The Wizard of Oz (Benrus, Whitman Candy, CBS)	47.4
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	42.0
4	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	38.9
5	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	35.8
6	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	35.2
7	77 Sunset Strip (Several sponsors, ABC)	33.8
8	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	32.9
9	The Untouchables (Several sponsors, ABC)	32.9
10	Perry Mason Show (Several sponsors, CBS)	30.3

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,718
2	Peter Pan (Revlon, CBS)	15,097
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	14,826
4	The Wizard of Oz (Benrus, Whitman Candy, CBS)	14,780
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,645
6	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	13,063
7	77 Sunset Strip (Several sponsors, ABC)	12,746
8	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	12,430
9	The Untouchables (Several sponsors, ABC)	12,430
10	Jack Benny Show (Lever Bros., State Farm Insurance, CBS)	12,294

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	39.2
2	Peter Pan (Revlon, CBS)	33.4
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	32.8
4	The Wizard of Oz (Benrus, Whitman Candy, CBS)	32.7
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	32.4
6	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	28.9
7	77 Sunset Strip (Several sponsors, ABC)	28.2
8	Rawhide (Parliament, General Foods, Drackett, Nabisco, CBS)	27.5
9	The Untouchables (Several sponsors, ABC)	27.5
10	Jack Benny Show (Lever Bros., State Farm Insurance, CBS)	27.2

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities.

Videodex Network TV*

Dec. 1-7, 1960

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Fight of the Week (Gillette, Miles, ABC)	30.6
2	The Untouchables (Several sponsors, ABC)	29.7
3	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	28.9
4	77 Sunset Strip (Several sponsors, ABC)	28.5
5	Red Skelton Show (S. C. Johnson, CBS)	27.9
6	Danny Thomas Show (General Foods, CBS)	27.6
7	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	27.2
8	Perry Como Show (Kraft Foods Co., NBC)	27.0
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	26.7
10	Candid Camera (Lever Bros., Bristol-Myers, CBS)	26.1

Rank	Program	Homes** (000)
1	Fight of the Week (Gillette, Miles, ABC)	13,200
2	The Untouchables (Several sponsors, ABC)	12,900
3	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	12,700
4	77 Sunset Strip (Several sponsors, ABC)	12,300
5	Red Skelton Show (S. C. Johnson, CBS)	12,300
6	Danny Thomas Show (General Foods, CBS)	12,200
7	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	12,100
8	Perry Como Show (Kraft Foods Co., NBC)	11,800
9	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,800
10	Candid Camera (Lever Bros., Bristol-Myers, CBS)	11,300

* Homes viewing in cities where program is telecast.

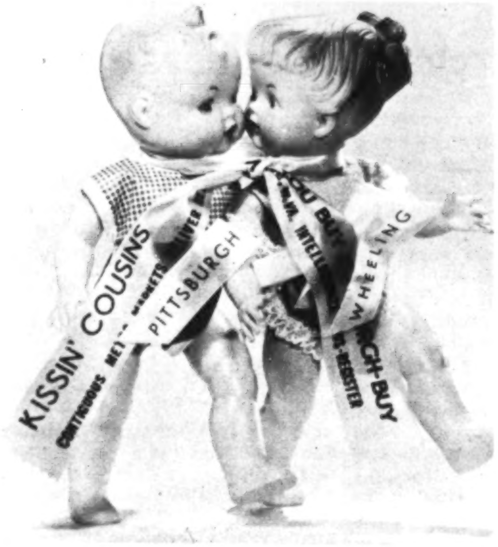
**Listed in sequence of rating level from first table.

Circus Foods Expands

Circus Foods Inc., San Francisco, will begin marketing its canned and packaged nuts in the East and Midwest. They will be manufactured by Lummis & Co., Philadelphia. Both companies are subsidiaries of U.S. Tobacco Co.

Dow Corning Names Frasch

Elmer S. (Bud) Frasch has been appointed to the new position of manager of merchandising of Dow Corning Corp., Midland, Mich. He formerly was assistant merchandising manager for textile and leather sales.



BUY BOTH—*These "kissin' cousin" dolls in a new campaign for Wheeling Intelligencer News-Register dramatize the proximity of Wheeling and Pittsburgh markets. The dolls are labeled: "Contiguous metro markets deliver best. If you buy Pittsburgh, buy Wheeling."*

Business Slow, But Keezer Sees '61 Ending High

Economist Predicts Year Will Hit Record High $512 Billion GNP

CHICAGO, Jan. 10—The economy is in a recession, and the early months of this year will be "soft," but we are still likely to wind up 1961 with a gross national product of $512 billion—an alltime record, and about $9 billion above the 1960 mark.

This was the summary of the economic outlook given to top executives in the appliance business yesterday by Dexter Keezer, economic consultant to McGraw-Hill Publishing Co., in a special session sponsored by *Electrical Merchandising Week*.

■ As Mr. Keezer sees it, barring major problems like war or a consumer "buying strike" of major proportions, here is the current economic "balance sheet":

1960 GNP	$503 billion
(Down about $2 billion from '59)	
1961 minus signs:	
Private investment	$2 billion
Inventory reduction	4½ billion
Consumer durables	2 billion
Total losses	$ 8½ billion
1961 plus signs:	
Soft goods	$ 3½ billion
Services	7½ billion
Housing	½ billion
Exports	½ billion
Government expenditures	6 billion
Total increases	$ 18 billion
Net increase, 1961 GNP	$ 9½ billion
1961 GNP	$512 billion
(an alltime record)	

■ "Over the next few months," Mr. Keezer said, "I expect business to be 'droopy,' with a small decline in private investment or capital investment in business and industry, further reduction in inventories, and relatively heavy going for consumer durables. The offsets will be increased government expenditures, both federal and state-local; higher sales of soft goods; and some improvement in housing—perhaps a gain of 100,000 starts."

Without attempting to pinpoint the turn, Mr. Keezer said he expects an upturn later in the year, with the net result a record total of $512 billion in gross national product, and a continued pickup in 1962.

The new federal administration can achieve its stated "must" program without seriously affecting the economy, Mr. Keezer said, and added that he does not expect serious inflation; in fact, he said, it looks like relative price stability is in the offing. #

NBC Elects McDaniel Exec VP; Names 2 Others

William K. McDaniel, who heads NBC Radio, New York, has been elected exec vp in charge of the network. Other new exec vps are William R. McAndrew, in charge of NBC news, and Aaron Rubin, treasurer of NBC.

William K. McDaniel

Mr. McDaniel, who has been in broadcasting 22 years, was promoted from vp in charge of sales to vp in charge of the network last year.

Technicolor Appoints Two

Courtland C. Morelock, formerly national sales manager of the consumer photographic products division of Technicolor Corp., Los Angeles, has been promoted to administrative manager. Replacing Mr. Morelock as general sales manager is Fred Kalty, formerly western regional sales manager of Eversharp Inc.

Unusual Offering

FILM or PHOTO STUDIO SPACE

For Rent

Near North Side
56 E. Superior St.

8,325 Sq. Ft.

- Ground Floor
- Offices and 15 ft. Ceiling Studio
- Private Truck Entrance
- Sprinklered

Also Upper Floor Space 5,000 Sq. Ft. and up.

Call Mr. Krueger

BROWNE & STORCH, INC.
919 N. Michigan Ave.
Chicago 11, Ill.
Tel.: WHitehall 4-7373

The Sunday Newspaper Magazine
PARADE
HEART DISEASE AND THE FOODS YOU EAT

In 1960, a record number of advertisers invested $500,000 or more in Parade.

These included:
Campbell's Soup, Colgate,
Lever Brothers, P. Lorillard,
General Foods, General Mills,
General Motors and R. J. Reynolds

PROGRESS REPORT

PROGRESS REPORT

Nine of Parade's "top ten" advertisers invested more money in Parade in 1960 than in 1959.

The Sunday Newspaper Magazine
PARADE
HEART DISEASE AND THE FOODS YOU EAT

Merchandising Ideas

Crestline Aims for 4 Targets

• Hitting four different targets with one shot is a considerable feat. But Crestline Co., Wausau, Wis., feels it is, in effect, doing just that through a promotional "weapon" featuring the window manufacturers' new personality, Cris Crestline. The promotion is the Cris Crestline coloring book for children. The targets are dealers, builders, Crestline employes and the Wausau general public. As the result of a highly successful test run, the company is printing 25,000 Cris Crestline coloring books to open the drive. The coloring book consists of Crestline's series of 12 advertising cartoon strips aimed at builders. Each cartoon features a different theme. In its test run, the company organized the ads into book form, prepared a cover and then sent replicas of the cover to its dealers. Two builders are represented in the strip. One, Cris Crestline, is successful because he uses Crestline windows. The other is a humorously ineffective character, Fizzel, who does not use Crestline windows. After a query to dealers, Crestline had requests for more than 20,000 books. The company is filling all orders at cost and is imprinting the dealer's name and address on the books. Dealers will offer the books in ads, use them as giveaways or mail them to customers.

CRESTLINE COLOR BOOK—*Crestline Co. has produced a children's coloring book based around characters in its advertising as a new four-way promotion.*

Crestline also is distributing the books to personnel and promoting them to the public. Contests are slated both for employes and the public. A display at the Wausau First National Bank is planned, and the city's elementary schools will receive the books.

Standard Gives Fishing Tickets

• Standard Oil dealers in the Chicago area are offering their customers a novel New Year's gift—free tickets to compete in a big trout fishing derby that is a feature of the 21st annual International Sports, Boat & Vacation Show at Chicago's Navy Pier Jan. 12-22. Both men and women are eligible for the contest, the Standard Oil Dealers Trout Fishing Derby. Each ticket entitles the holder to fish free for a specified period in a stocked pond and to keep all the trout he or she catches. Prizes, including an outboard motor, rods and reels and tackle boxes, will be awarded for the best daily catch, climaxed by four grand prizes of 10-day trips for two in Hawaii, Canada, Alaska and the continental U.S.

All 2,000 Standard Oil Chicagoland dealers are participating in the promotion. Standard estimates that more than 500,000 derby tickets will be distributed to motorists.

Bullfight Kit Is 1st Prize

• A Mexican Sales Carnival, featuring a "do-it-yourself bullfight kit" as first prize, will be held by United Artists Associated Jan. 16 to April 14 as an AAP 8mm home movies distributor-salesmen's incentive contest. The first prize kit will include Fabuloso III, magnificent *toro bravo*; 1 *muleta* (red cape), 2 *banderillas* (barbed sticks trimmed with colored paper); 1 *estoque* (sword); plus a *poliza para el plan de la Cruz Azul* (1 Blue Cross policy). If the winning salesman would like to see how bullfighting is done instead of doing it himself, United Artists Associated will pick up the tab for a week for two in Mexico.

Second of the 30 prizes will be a head start in a 100-yard Mexican jumping bean race with $200 in cash for the winner. Third prize will be all the tequila the winner can drink standing up, or, a service for 12 of Dansk stainless steel flatware. Prizes 4-10 will be all that is generally needed to win a lovely senorita: Instructions on how to perform a Mexican Hat dance, a sombrero, appropriate recorded music, plus 350 pesos to cover additional entertainment expenses. Prizes 11-25 will be a *compant fiestas* including an elaborate assortment of Mexican delicacies, a three-pack of Gavilan tequila and equipment for a private jai-alai match. Five additional cash prizes will be awarded based upon five chance drawings from a potful of pesos. Salesmen of nine AAP home movies distributing companies in 15 cities are eligible.

Football Cards Sell Chips

• A full-color picture card series featuring the Los Angeles Rams football players is credited by Bell Brand Foods Ltd., Los Angeles, with increasing their sales of potato and corn chips. In each 29¢ and 59¢ bag of corn chips and in the 39¢, 49¢ and 59¢ bags of potato chips is inserted a cellophane pouch containing a picture card of one of the football players. On the backs of the cards are facts about the players. The football

Ram's Football Picture Inside!
49¢
CORN CHIPS
BELL BRAND

GRID STARS—*Bell Brand Foods is using this picture card series featuring the Los Angeles Rams players to boost sales of its potato and corn chips.*

promotion is a sequel to an earlier card promotion which featured players on the Los Angeles Dodgers baseball team. Joseph L. McElwee, Bell Brand vp of sales and advertising, and William B. Lee, advertising manager, developed the card series idea, timing the first promotion to coincide with the Dodgers' move from Brooklyn to Los Angeles.

Bell Brand uses the cellophane packet so the cards are not in contact with the food. William Bishop Co. packages the cards for Bell Brand in Avisco MS-10 cellophane.

Egg Brings Meeting Bid

• The mailman brought small square boxes to advertising executives around the country last week from L. J. Swain Advertising, Whittier, Cal. Carefully wrapped in each box was a pierced, but otherwise intact, eggshell. Inside the shell was an invitation to "The Ad & You," an idea session for management on advertising's role in industrial selling, to be held on Jan. 17 in Whittier. The invitation promised "fresh ideas, extra large, grade AA." The "egg-vitation" was followed with a more conventional printed invitation with reply card the next day.

Sales Aids Push Cars

• With competition keen in the race for the compact car market, Chartmakers Inc., New York, has prepared a series of sales aids for

SALES AID—*British Motor Corp. dealers are being supplied sales presentations like this, prepared by Chartmakers Inc., to help in selling their imported cars.*

British Motor Corp. dealers, who handle the Austin Healey, MG and Sprite sports cars and the Morris 1000 and 850, to help make these models "winners instead of also-rans." Among the aids are showroom easel presentations with a portrayal of details on performance, safety, economy and special features. Chartmakers also has prepared pocket-size editions of the showroom presentations that fit into special "wallets," which dealer-salesmen can take with them when they call on prospects. One feature of the presentation is a slide calculator that compares performance data on BMC cars with their competitors. #

Keyes, Madden Promotes Two; Names Executive Committee

Lee J. Marshall, senior vp of Keyes, Madden & Jones, Chicago, has been promoted to exec vp, and Robert W. Allrich, vp and account supervisor, has been named general manager of Chicago operations—a new position.

Lee Marshall

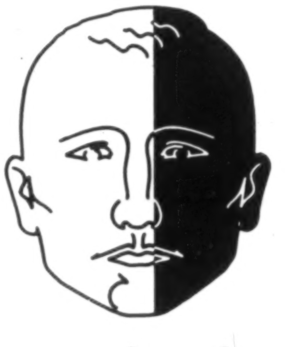
Robert W. Allrich

At the same time, the agency announced that seven of its senior executives were named to constitute an executive operating committee, a new coordinating group within the shop. Members of this committee include Freeman Keyes, board chairman; Howard A. Jones, president; Mr. Marshall and Mr. Allrich; and Harry H. Maus, Fred Willson and John J. P. Odell, all vps.

Bauer Retires from Sun Oil

George J. Bauer, manager of the editorial services division of the public relations department of Sun Oil Co., Philadelphia, has retired after 41 years with the company. Mr. Bauer joined the company's ad staff in 1919, was appointed editor of "Our Sun," the employe house publication, in 1936, and in 1948 was appointed supervising editor of all Sun Oil publications. In 1954 he was named manager of the editorial services division, a post he held until his retirement.

The Memphis Market has __two__ ears



WDIA alone reaches the __other__ one!

When planning your budget for the Memphis market, *remember* that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr.
BERT FERGUSON, Exec. Vice-Pres.

EGMONT SONDERLING, President
Represented by THE BOLLING CO.

WDIA

OTHER SONDERLING STATIONS:
WOPA, OAK PARK, ILL.
KDIA, OAKLAND, CALIF.

The Sunday Newspaper Magazine
PARADE
HEART DISEASE AND THE FOODS YOU EAT

For 1961, 21 of America's 25 top national advertisers already have scheduled advertising in Parade.

PROGRESS REPORT

The strong network on week nights

As the figures show for every quarter hour but one during the heavy buying period, Monday through Friday, ABC-TV is the number one network! ABC's leadership also displayed itself for the entire week, ending January 1, 1961.* ■ Supporting the general leadership are specific facts like the weekend achievements which showed ABC-TV's Roaring Twenties outdrawing Net Z's Bonanza, and New Year's Day, capturing over 53% of the three networks' Share of Audience with American League Football Playoff—a fitting climax to its first television season on ABC-TV. ■ Moreover, the two highest rated programs of the week were on ABC-TV: Sunset Strip with 31.4, and The Real McCoys with a 30.5. ■ So with the New Year—again the trend is to ABC-TV—and like we say—there is nothing harder to stop than a trend.

RATINGS MONDAY THROUGH FRIDAY 7:30 PM TO 11:00 PM

	ABC-TV	NET Y	NET Z
7:30-7:45	**14.4**	15.4	15.1
7:45-8:00	**15.8**	15.7	15.3
8:00-8:15	**16.9**	15.1	16.5
8:15-8:30	**18.0**	15.8	16.6
8:30-8:45	**21.3**	14.8	15.9
8:45-9:00	**22.0**	14.7	15.8
9:00-9:15	**22.3**	16.5	14.7
9:15-9:30	**22.7**	16.9	14.5
9:30-9:45	**23.6**	17.6	13.7
9:45-10:00	**23.6**	18.7	13.6
10:00-10:15	**22.5**	18.0	12.7
10:15-10:30	**21.6**	18.0	12.6
10:30-10:45	**18.4**	16.1	13.6
10:45-11:00	**16.9**	15.8	13.5

and the leader all week

	WEEKDAY AVERAGE RATING	OVERALL AVERAGE RATING FOR WEEK MONDAY THROUGH SUNDAY
ABC-TV	**20.0**	**19.1**
NET Y	**16.4**	**18.1**
NET Z	**14.6**	**14.2**

*Source: Program-appraisal supplement to national NTI reports for week ending January 1, 1961, Nielsen 24 Market TV Report. Average audience. Sunday 6:30-11:00 pm, Monday through Saturday 7:30-11:00 pm.

ABC TELEVISION

Hamm Brewing Builds to National Brand by '70

(Continued from Page 3)

annual output of less than 1,000,000 bbls. After 1945, Hamm's management decided that the days of the small regional brewer were numbered; the company must either expand or sell out. Hamm's elected to expand.

The decision and the means by which it was carried out have both proved sound.

In the following years Hamm moved into the rich Chicago market in a big way, bought out two West Coast breweries and one in Baltimore, and has increased its sales from 1,150,000 bbls. in 1951 to just under 4,000,000 bbls. in 1960.

It has moved from 15th place in industry sales in '51 to seventh place in 1960. (Hamm was fifth in 1956 and 1957. Its sales have continued to rise, but mergers and expansion by Carling and Pabst have moved these two ahead.)

And along the way, Hamm and its agency, Campbell-Mithun, have developed an advertising campaign which may be the most popular ever produced by a brewer—a campaign which has played no small part in the rising sales curve; and a campaign which has made the "land of sky blue waters" synonymous with cool refreshment and Hamm's beer to millions of consumers.

▪ Hamm's is a closed company, and releases no dollar sales figures, but Advertising Age has estimated that in 1959 sales were about $135,000,000, with about 4.2% of the U.S. beer market.

Hamm is still not a national marketer, since it serves areas containing only about 40% of the population.

But William Figge reiterates company policy made 15 years ago: "It is our basic intention to expand to national distribution."

Henry Turnbull, Hamm's vp for marketing, figures it will take the acquisition of three or more breweries, building the company to a total capacity of about 12,000,000 bbls., to compete with the leaders in 1970 (Anheuser-Busch sold 8,480,000 bbls. in 1960 to lead the pack). Right now Hamm's rated capacity is 4,500,000 bbls.

Hamm has been undertaking major expansion about every three years. The company opened in the East via acquisition of Gunther Brewing Co. in 1960, so the timetable would give Hamm's its final breakthrough about 1969, with another couple of years to solidify its market position in the final new area. Thus, in perhaps another 12 years, Hamm may have realized its goal of national distribution.

Of course, a mere desire to be a leader does not make it so—especially in the fiercely competitive beer industry. And the gains which Hamm has made do not insure its reaching the ultimate goal. A closer examination of the company's operations thus far might indicate how good the chances are.

▪ Theodore Hamm opened his brewing company in 1865. The small brewery, a converted grain mill, produced 500 bbls. that first year.

The company was incorporated in 1893 and was chartered as the present Minnesota corporation in 1937.

Growth of the beer industry in general was slowed, first by the dry years of Prohibition, and again by tight production controls clamped on during World War II. After 1945, the trend was toward expansion and merger.

Hamm's management was eager to expand. Three Bills—William Hamm Jr., then president; William Figge, then vp in charge of production and master brewer; and William H. Lang, then vp and general manager (now a member of the board), undertook a $12,000,000 expansion program to increase capacity to 1,500,000 bbls. in 1948, and widened distribution to 39 states.

On the map, Hamm then looked like a true national brewer. And it backed up the expansion with some national advertising. But distribution was spotty—concentrated primarily in the larger cities—and in many markets outside its "home" five-state area Hamm's was "just another beer," being handled as a second brand by a few wholesalers.

▪ Hamm's and Campbell-Mithun tried several "sophisticated" advertising approaches. An early one was "Preferred for mellow moments." Another was "Smooth and mellow—the gold standard of all fine beer." This campaign was backed by liberal use of gold—on labels and in the ads.

▪ A series of "how to do it" ads aimed at sportsmen (how to bowl, how to care for skis, etc.) ran in *Life* and other publications; but while readership scores were high, the sales results were below expectations.

Hamm's
Hamm's
refreshing as the land of sky blue waters

INTEGRATED—*Hamm carries its sky blue waters theme all the way to its four-color beer cartons, designed by Lippincott & Margulies.*

The company hired a new sales manager, Odd E. Moe, to build up a sales force that had atrophied during the war. Mr. Moe (now general manager of the St. Paul division) came from Kellogg, bringing a background of experience in package goods sales. Hamm was convinced that in many states carry-home sales were the key to success, and more food outlets were beginning to sell beer.

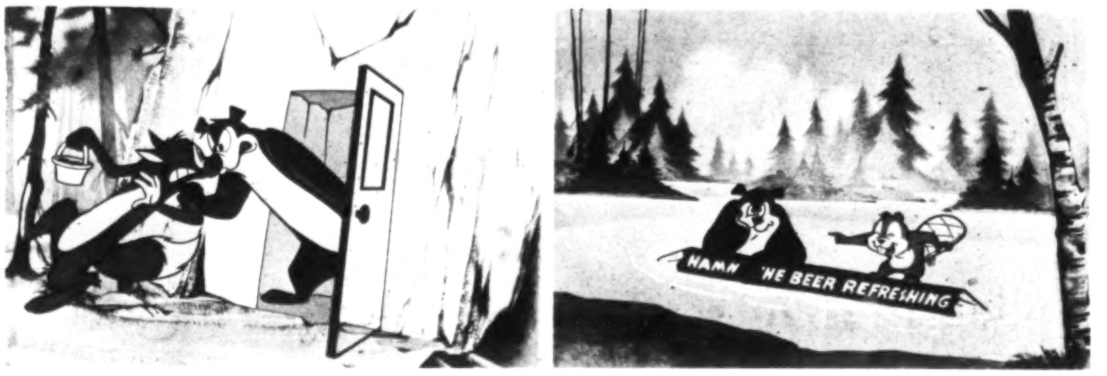
Hamm also expanded its use of point of sale material. The story goes that it had not a single piece of point of sale material available at war's end, and that the first batch of material developed a few years later had to be taken into the plant under wraps and hustled onto delivery trucks, because some of Hamm's executives seriously doubted its worth.

▪ Meanwhile, the company and its agency were still working toward a better ad campaign. Ray Mithun, agency president then (board chairman now), recalled the situation in 1948-'49:

"We just had to find a campaign that would work. We finally said, let's throw everything out the window and start fresh. We came up with five different themes. Two of them I remember well.

"The first was 'America's most refreshing beer'. The word 'refreshing' had not been used in beer advertising before.

"The second theme was 'From the land of sky blue waters'. That line came from some lyric copy which the agency wrote as a paraphrase of Longfellow's 'Hiawatha'.



TV ESCAPADES—*The whimsical Hamm's tv commercials, winners of numerous awards, often feature the Hamm's bear getting in and out of trouble with other woodland animals. Hard-sell portions of the spots are usually separated from the story line, coming either in the middle or at both ends.*

"We couldn't decide which one we liked best. Then, at one of the meetings, Al Whitman [then heading the Hamm's account and now agency president] said, 'Let's take the two campaigns and marry them'."

▪ The two themes were used in newspaper and magazine ads, and a year later they were used on 24-sheet posters. But "America's most refreshing beer" was the dominant line on top, and "from the land of sky blue waters" was smaller, along the bottom.

After several months of outdoor board and radio use, Hamm discovered that most of the playback on the sign was on the "sky blue waters" theme—customers and truck drivers were talking about it.

The theme was revised to: "Refreshingly yours—from the land of sky blue waters." By mid-1950, the new theme was launched.

▪ Another phase of the advertising story concerns the commercial jingle. Again Ray Mithun recalled some of the incidents:

"We were attending a Hamm's wholesaler meeting in 1951. Our part was to show the new ad campaign. When we showed the commercials, I watched the audience. There was practically no reaction. But during the breaks, when the band filled the meeting room with spirited music, the men would stamp and clap in rhythm.

"I had just come back from a vacation in Haiti, and I told our people that we should use something as different and exciting as that voodoo rhythm for our spots. They came up with Indian tom-toms that just fitted our sky blue waters theme."

▪ A story often heard is that at that time, contract negotiations with musical talent were in progress throughout the industry, and it looked as though the new pacts would shoot the costs of commercials sky high. So the agency produced its first tom-tom rhythm on an empty Star-Kist tuna carton. The agency insists, though, that the tuna carton was used solely because it was found to have the perfect "tone." Some of this sound track is still being used in Hamm's commercials.

▪ The tv spots featured beavers scurrying about the cool northland. Then a bear was tried out. "When we saw the animation, we knew the bear would be the most popular," said C-M's Don Grawert, tv creative director. "He had the most human characteristics."

And the comical birling bear (birling being the art of log rolling), created by artist Cleo Hovel, has indeed become the personification of Hamm's whimsical tv ads. The bear is also used extensively in point of sale material.

▪ While all the various elements of the powerful ad campaign were evolving, Hamm's had cut back on its scattered distribution and was making determined efforts to invade key markets in a big way. They doubled the ad budget, and bought Edward R. Murrow regionally five times a week on the CBS Radio network.

In 1951, the company decided to hit the Chicago market in strength. Hamm had only one distributor in Chicago, serving 600 outlets. "We changed that," Bill Figge said. "We lined up smaller distributors—the boys who were hungry."

The company spent $150,000 in a six-week consumer ad campaign, designed to show prospective distributors that it meant to grow in Chicago. And Hamm brought in star salesmen to help wholesalers obtain initial distribution. This initial effort was only moderately successful.

The drive was backed up in 1952 with a fortunate tv buy—cosponsorship of Chicago Cubs and White Sox tv broadcasts on WGN-TV. "It was phenomenal," said Al Whitman. "The year before, another beer had sponsored the ball games, but could not get to first base. When Hamm bought baseball we zoomed to 70% to 80% distribution in Chicago in one year. It was Hamm's Chicago-tailored commercials that made the difference."

Hamm still uses this important program (at about $750,000 a season), and its beer is reportedly neck-and-neck in the Chicago sales race with the two national leaders, Budweiser and Schlitz.

▪ By 1953 Hamm's had moved from 15th to 11th place among the leading U.S. brewers, and had hiked production capacity to 1,700,000 bbls. Hamm's was shipping beer to the West Coast, but shipping costs were high. Also, the market looked ripe for a major developmental move.

So in July of that year the company purchased the Rainier Brewing Co. plant in San Francisco for more than $2,000,000. It spent the next several months completely remodeling the West Coast plant, at a cost of more than $10,000,000 (meanwhile pouring another $4,000,000 into improvements of its St. Paul plant).

The following year the 600,000 bbl. San Francisco plant (now 1,000,000 bbl.) shipped its first case of beer, rolling along on an intensive advertising and public relations campaign estimated to have cost more than $1,000,000. Hamm's also priced itself with the local beers, meeting top competitors Lucky Lager and Burgermeister head-on, and getting a leg up on the premium-price national brands which were also invading the West Coast with local plants of their own.

▪ From the time Hamm announced its purchase of the Rainier brewery in 1953, a careful public relations program to build up the brewer as the developer of a "model" brewery in San Francisco was carried on.

Herbert Goodwin, Hamm's western division manager, and his sales force contacted every distributor and every retailer on the West Coast, building up an unprecedented fund of information on the market. Sales estimates were drawn up in November, 1953, and they looked so good Hamm boosted its planned capacity.

Campbell-Mithun opened a San Francisco office to begin "preconditioning" advertising to the trade and to the public. Research indicated that the "sky blue waters" theme would go well in the western states. But since the beer

How Sales of Hamm's Beer Have Risen in

1951		1952		1953	
1. Schlitz	5,716	Schlitz	6,347	Anheuser-Busch	6,711
2. Anheuser-Busch	5,479	Anheuser-Busch	6,034	Schlitz	5,255
3. Pabst	3,990	Pabst	4,600	Pabst	4,250
4. Ballantine	3,950	Ballantine	4,038	Ballantine	3,882
5. Liebmann	2,800	Miller	3,043	Liebmann	3,100
6. Miller	2,612	Liebmann	2,875	Falstaff	2,911
7. Schaefer	2,600	Schaefer	2,485	Schaefer	2,600
8. Falstaff	2,295	Falstaff	2,277	Miller	2,083
9. Blatz	1,799	J. Ruppert	1,800	J. Ruppert	2,005
10. Pfeiffer	1,555	Blatz	1,662	Lucky Lager	1,740
11. J. Ruppert	1,517	Pfeiffer	1,504	HAMM	1,686
12. Griesedieck-Western	1,418	Lucky Lager	1,475	Goebel	1,580
13. Goebel	1,408	Goebel	1,445	Griesedieck-Western	1,484
14. Lucky Lager	1,242	Griesedieck-Western	1,424	Pfeiffer	1,465
15. HAMM	1,150	HAMM	1,380	Drewrys	1,420

Recognition Aplenty for Hamm's Ads

Hamm's advertising has a phenomenal record. Awards have come to Hamm's and Campbell-Mithun from both professional groups and consumer organizations. The following list, while not complete, gives an indication of the acclaim it garnered recently.

1956—Award certificates (posters, magazines, newspapers), Society of Artists and Art Directors, Minneapolis-St. Paul; Medal award—"Advertising Art" magazine;

First and second awards, honorable mention and lithographic award (outdoor), Art Directors Club of Chicago.

1957—Award certificate, SAAD, Minneapolis-St. Paul; Merit award, Art Directors Club of Chicago.

1958—Merit award (carton), Folding Paper Box Assn. of America; Second award, honorable mention and award certificate (outdoor), Art Directors Club of Chicago; Award certificate (radio-tv) and merit certificates (magazines, newspapers, posters), SAAD, Minneapolis-St. Paul; Color award (newspaper), *Editor & Publisher*.

1959—First place (painted bulletin) Art Directors Club of Chicago; "One of the 25 greatest tv commercials in the last ten years," First American TV Commercial Festival & Forum; Golden Mike Award (most appealing tv commercial) American Legion Auxiliary.

1960—Certificate of Recognition, American TV Commercial Festival & Forum.

■ In addition, since 1957 Hamm's has dominated the American Research Bureau's report on "best liked" tv commercials as picked by cooperating viewers. In April through December, 1959, Hamm's finished first each month. It also held first in May through September, 1960.

Each year from 1953 to 1959, Hamm's advertising has won a merit award from the Outdoor Advertising Institute.

In 1958, Julian Watkins selected Hamm's as one of 13 new ads to include in his book, "The 100 Greatest Advertisements." #

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would be brewed in San Francisco, the line "Refreshingly yours . . . from the land of sky blue waters" was changed to "Refreshing . . . as the land of sky blue waters."

■ As in Chicago, distributors and salesmen on the West Coast were hand-picked and given intensive training before making their first sales calls.

The market opening was drawn with battle-plan precision. Each distributor and salesman and brewery representative was given a specific assignment for the day the first case of locally-brewed Hamm's would be available.

■ Two or three weeks before the market opened, 24-sheet posters proclaimed "Hamm's is coming soon," and the ad tempo was gradually stepped up and widened to other media.

While this was going on, Hamm was testing its blitz approach in Redding, Cal., a small isolated community in northern California. The test not only allowed Hamm's to correct a few things in the big drive at the last minute, but also quickly moved Hamm into the No. 1 sales spot, by a substantial margin, in Redding.

■ The official opening of the San Francisco brewery in June, 1954, attended by the mayor and other officials, got wide press and tv coverage, and in July Hamm estimated that it had moved up near second place in sales in San Francisco.

In 1954 Hamm's national sales jumped 33% to 2,249,000 bbls., leap-frogging past Jacob Ruppert, Miller's and Lucky Lager from 11th to 8th place in sales.

In 1955 the rise was even more spectacular, as Hamm's barrelage increased 36%, to 3,072,000 bbls., and Hamm moved into seventh place. The following year sales of 3,325,000 bbls. pushed the company into fifth place.

By 1957 the West Coast brewery was selling at capacity, and future growth on the West Coast seemed feasible. The company purchased the Rheingold plant in Los Angeles from Liebmann Breweries Co. and spent $4,000,000 remodeling the 500,000 bbl. plant.

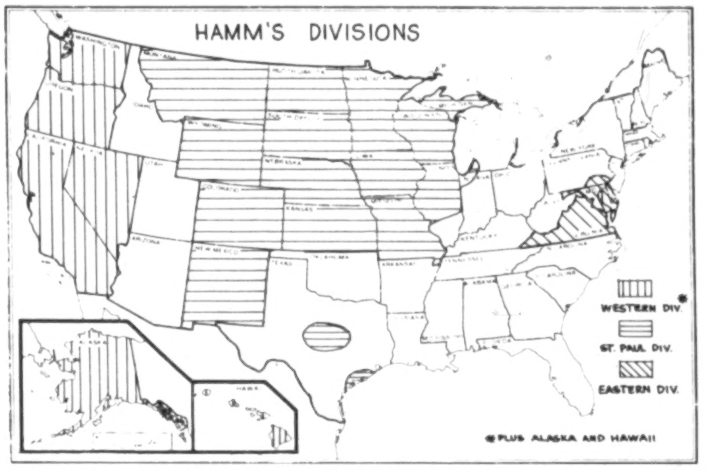
■ The Rheingold purchase was somewhat ironic, since both breweries had originally "invaded" the West Coast with heavy advertising and promotions just months apart in 1954. Why did Hamm's succeed and Rheingold fail? Many reasons are put forth. Industry sources point out that Hamm's was already being sold on the West Coast when it opened its San Francisco operation, whereas Rheingold was unknown and had to start from scratch.

For the next two years Hamm worked toward solidifying its gains on the West Coast, as well as making further penetration in its 18-state St. Paul division marketing area.

Despite moderate sales increases, Hamm's slipped to sixth place in 1958 (as Carling purchased Stag and Heidelberg beers) and to seventh in 1959 (when Pabst bought the fast-growing Blatz operation).

■ Almost from the moment Hamm's bought the Rheingold brewery in 1957, the company began studying eastern markets for eventual expansion there. The brewer's market researchers studied the pricing and marketing situations carefully, and began a survey of existing breweries which they might acquire (Hamm's feels building new sites is too expensive).

In late 1959, the company bought Gunther Brewing Co., in Baltimore, and began a $10,000,000 face-lifting.



WIDESPREAD—*Theo. Hamm Brewing Co. reorganized itself in 1957, forming three geographical divisions. Hamm's is now available to about 40% of the beer-drinking population. The company hopes eventually to have full national distribution.*

In March, 1960, the company launched another slam-bang advertising drive—which cost an estimated $2,000,000—in Maryland, Virginia, Delaware, Washington and parts of Pennsylvania. The drive was not set up as far in advance as the West Coast introduction, but it was more intense. More than 75 tv spots and 250 radio spots were run in the marketing area each week. Newspapers were scheduled for pages or spreads each week, using color whenever possible. More than No. 100 showings were used in outdoor. Hamm's also took over the radio and tv sponsorship of the Baltimore Orioles baseball broadcasts that Gunther had formerly used.

Since the drive got under way before the local beer was fully aged, the company shipped more than 300,000 cases from St. Paul for the introduction. The Baltimore brewery has a rated capacity of 750,000 bbls.

■ Today Hamm reports that it is already the No. 2 beer in the Maryland market (behind National), despite the fact that it risked some consumer resentment by withdrawing the former second place brand—Gunther—from the market.

It was estimated that within 120 days after the eastern drive broke, about 80% of all beer drinkers in Hamm's new marketing area had sampled Hamm's beer. After eight months Hamm's had a larger share of market in the Baltimore area than it had won on the West Coast after one year.

Mr. Figge commented: "We realized that withdrawal of a successful brand like Gunther was a drastic marketing move and one some marketing men would frown on.

"But we know how to make and successfully market only one brand of beer—our own. And we had seen many other brewers fall into the trap of selling two brands, both brewed in the same plant.

"We also knew that our brand would be considered different from Gunther in taste and other characteristics and that many changes must be made in the plant so we could turn out beer identical with our product in St. Paul, San Francisco or Los Angeles."

■ The company considered closing down the Gunther plant for several months, Mr. Figge said. "But that would have created a vacuum into which the competition could move. So we kept the market in Baltimore supplied from St. Paul while we remodeled the brewery there.

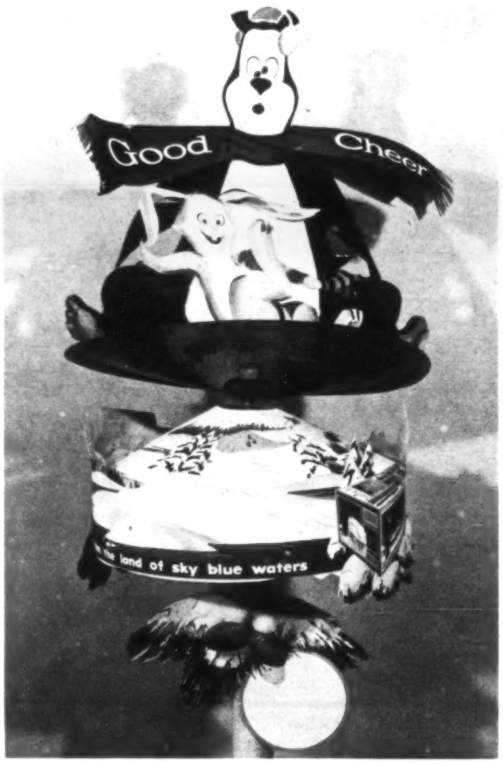
"Competition in the eastern market has carried out a strong campaign with the trade, telling them there was bound to be a difference in the beer we brought in from St. Paul and the beer we began producing in our remodeled Gunther plant," Mr. Figge said. "Such claims are totally false. There never was and never will be two standards of quality for our product."

And today, even as Hamm is working to entrench itself in the eastern market, the company is carrying on future research into other markets around the country, paving the way for eventual further expansion.

■ The company reorganized in 1957 to make ready for eventual national distribution. It now has an executive staff and three regional divisions. Henry Turnbull, as vp and director of marketing, serves on the staff, along with directors of finance, industrial relations, public relations, engineering and quality control.

These are policy making positions only—serving as extensions

Henry Turnbull



FESTIVE.—*Hamm's point of sale material ranges from simple stickers and signs to elaborate displays for supermarkets and packaged goods departments. This one, featuring the Hamm's bear, was used for the Christmas season.*

Relation to Sales of Other Top Brewers During the Years 1951 Through 1959

Sales in Thousands of Barrels

1954		1955		1956		1957		1958		1959	
Anheuser-Busch	5,829	Schlitz	5,780	Schlitz	5,941	Schlitz	6,116	Anheuser-Busch	6,982	Anheuser-Busch	8,065
Schlitz	5,400	Anheuser-Busch	5,611	Anheuser-Busch	5,866	Anheuser-Busch	6,024	Schlitz	5,893	Schlitz	5,863
Ballantine	3,713	Ballantine	3,953	Ballantine	3,967	Falstaff	4,292	Falstaff	4,502	Falstaff	4,748
Pabst	3,500	Falstaff	3,653	Falstaff	3,870	Ballantine	3,982	Ballantine	4,036	Pabst	4,500
Falstaff	3,300	Pabst	3,550	HAMM	3,325	HAMM	3,376	Carling	3,531	Carling	4,418
Liebmann	3,000	Liebmann	3,162	Pabst	3,115	Carling	3,151	HAMM	3,394	Ballantine	4,325
Schaefer	2,550	HAMM	3,072	Liebmann	3,000	Liebmann	2,966	Liebmann	2,847	HAMM	3,552
HAMM	2,249	Carling	2,661	Carling	2,997	Schaefer	2,940	Schaefer	2,787	Schaefer	3,050
Miller	2,107	Schaefer	2,575	Schaefer	2,720	Pabst	2,700	Pabst	2,550	Liebmann	2,929
Schmidt-Philadelphia	1,914	Miller	2,180	Stroh	2,709	Stroh	2,584	Lucky Lager	2,265	Miller	2,359
Lucky Lager	1,775	Stroh	2,153	Miller	2,246	Miller	2,322	Miller	2,220	Lucky Lager	2,178
J. Ruppert	1,763	Schmidt-Philadelphia	1,917	Lucky Lager	1,960	Lucky Lager	2,068	Stroh	1,925	Stroh	2,111
Carling	1,459	Lucky Lager	1,824	Schmidt-Philadelphia	1,850	Schmidt	1,757	Blatz	1,700	Schmidt	1,732
Stroh	1,450	J. Ruppert	1,685	J. Ruppert	1,600	J. Ruppert	1,490	Schmidt	1,661	Coors	1,649
Piel	1,395	Drewrys	1,425	Drewrys	1,434	Piel	1,435	Drewrys	1,527	Drewrys	1,629

Hamm Brewing . . .

of the president's office—except for the marketing vp, who has both policy making and operating functions in advertising.

"Advertising is one function that can and should be unified as much as possible," Mr. Turnbull said in explaining the exception. "We must present a single company and product image in all markets."

The three operating divisions are headed by Odd Moe, vp and general manager of the St. Paul division; Ray Fox, vp and general manager of the western division; and Louis Herstein, resident manager of the eastern division.

■ Reporting to Mr. Turnbull are Charles Adams, director of advertising, and John Callahan, assistant to the director of marketing, who has responsibility for research and analysis.

Hamm's advertising strategy is designed and executed from the main offices. Campbell-Mithun has 45 people directly involved with the Hamm's account, led by Bob Pile, account group head, and services two of the divisions from the San Francisco and Baltimore offices. But all creative work is done in the agency's Minneapolis headquarters.

■ Mr. Turnbull, who joined Hamm as its first marketing director in 1957, came from Compton Advertising, New York. He brought with him a varied background of account handling at Compton; Dancer-Fitzgerald-Sample and the old Biow Co. He worked for a time on Ruppert's beer, and also handled Eversharp, Ansco, Whitehall Pharmacal and others. In 1944 he was broadcast director for the Thomas E. Dewey Presidential campaign.

Charles Adams

Robert Pile

The growing importance of package beer sales (about 82% of Hamm's volume is in package sales) led the company to seek more people with package goods backgrounds. John R. Moran, who became ad director in 1953, came from the Kroger Co. The man who succeeded him in 1958, Charles T. Adams, was product group manager of General Mills. And Leonard Johnson, who joined Hamm last May as assistant ad director, was also a product manager at General Mills.

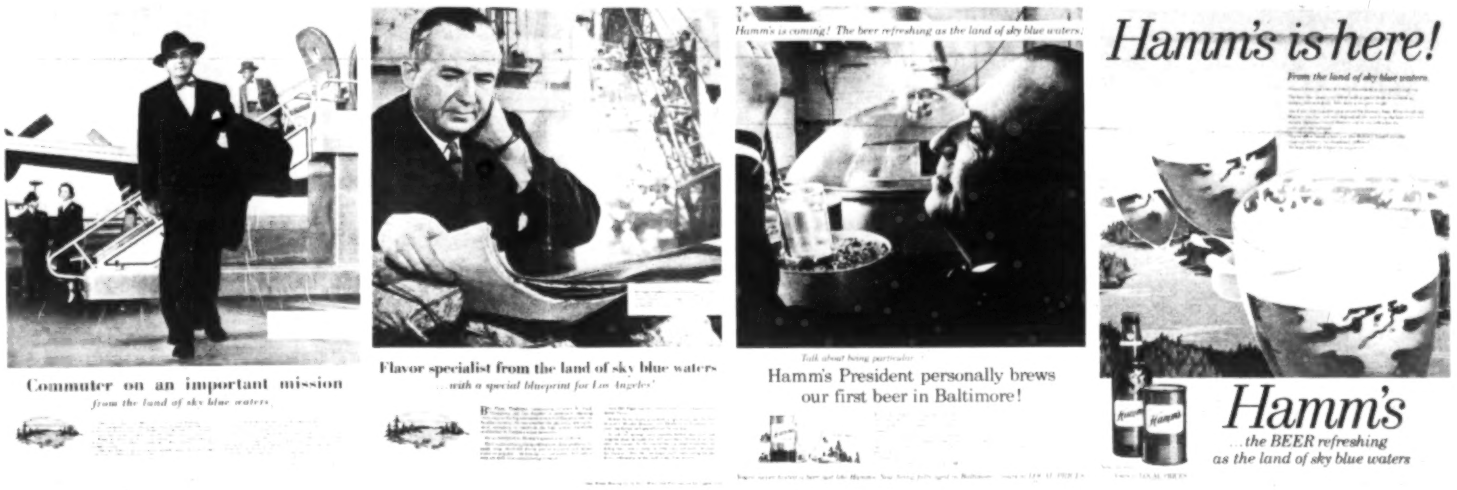
■ The success of Hamm's beer, according to Mr. Figge, lies in four factors: "Good product, a well trained sales organization, good distributors, good advertising."

The product, which is said to lie midway in the spectrum of light to heavy beers brewed in this country, is produced in the most modern facilities. Hamm has spent about $47,000,000 in plant improvement and expansion since the end of World War II.

Quality control is the key in beer production—not only to keep the quality high, but to keep the taste the same from bottle to bottle.

In 1898 Hamm developed its own special "pedigreed" strain of brewer's yeast. This strain, which started from a single cell, has been maintained throughout the years, with elaborate equipment used to maintain its purity.

■ This penchant for quality control runs all the way from the purchase of ingredients to the final aging process. Sometimes, during peak summer selling, cutting one day off the aging time would do a lot toward filling back orders, "but Bill Figge insists that there never be a modification of brewing and aging specifications," says Mr. Turnbull.


Commuter on an important mission
from the land of sky blue waters
Flavor specialist from the land of sky blue waters
...with a special blueprint for Los Angeles!
Hamm's is coming! The beer refreshing as the land of sky blue waters
Talk about being particular
Hamm's President personally brews our first beer in Baltimore!
Hamm's is here!
From the land of sky blue waters
Hamm's
...the BEER refreshing as the land of sky blue waters

INTRODUCING THE PRESIDENT—*Introductory newspaper campaigns for Hamm's, when the company enters a new market, include several featuring William Figge, third generation master brewer and now president of Hamm brewery. As a "commuter on an important mission" (San Francisco, left), a "flavor specialist" (Los Angeles, center), and a master brewer (Baltimore, right), Mr. Figge is depicted as taking care to see that the new breweries turn out the same "sky blue waters" beer that is brewed in St. Paul. The "Hamm's is here" ad featuring the glasses "dancing" out of the woodlands, caps an intensive all-media campaign in each new market.*

The exact length of the aging period is a brewing secret. But once the beer is bottled, time becomes the enemy, because fresher beer is better beer. Hamm says no more than a month should elapse from the time the brew is bottled until it is in the consumer's hand. (This fact, incidentally, prevents peak production in winter to stock up for summer selling.) Hamm will recall stock found to be in a retail outlet too long.

■ The second success factor, a well-trained sales organization, has been aided by a policy of promotion from within. Several former district representatives have moved up to positions at or near the top of the sales force.

H. G. (Bud) Vedder, for example, started ten years ago in Kansas City as a Hamm's district representative, became a district sales manager in Chicago, then manager of the Great Lakes region, and finally assistant sales manager of the St. Paul division.

Heading the three divisional sales forces are George Faust, vp and general sales manager-St. Paul; Robert Hirschboeck, vp and general sales manager-western division; and William Wadel, general sales manager-eastern division.

■ The third success factor—good distributors—is also a source of pride for Hamm. About 80% of Hamm's distributors are on an exclusive basis—that is, they handle no other brand of beer.

Hamm likes to get small distributors and build with them in a territory. Salesmen are recruited from every field—most started under age 30. One Hamm's distributor formerly was a tv announcer, selling Hamm during the baseball games in Chicago.

The company provides distributors with an external house organ, "Brew," which they pass along to tavern operators. About 70,000 copies of the handsomely produced magazine are distributed every two months. Articles include tips for tavern owners, plus items on hunting, fishing, etc. Hamm began publishing "Brew" three years ago.

■ The large percentage of exclusive distributors, the company said, is in contrast to the two national leaders in the industry—Budweiser and Schlitz—where a majority of distributors handle another brand as well, usually a local or regional brand.

Such a dual setup hampers deep penetration in any market, Hamm's feels. It is pointed out that the two leaders do not generally have commanding leads in markets—they are outsold in every state.

■ Hamm and Carling, incidentally, have both shown remarkable growth in the last decade. Hamm's sales have increased nearly fourfold; Carling's sales are more than five times its 1951 barrelage.

Hamm's, however, markets only one brand of beer, while Carling sells Red Cap ale, Black Label, Stag (Midwest) and Heidelberg (West Coast). Carling has six plants and is building a seventh, outside Baltimore. The 800,000 bbl. brewery will be ready to go this year.

Hamm and Carling were referred to as the "wonder children" of the industry by *Modern Brewery Age* in 1959. The trade paper noted that Hamm's achievement "may be regarded in some ways as even more spectacular than that of Carling, since the St. Paul brewery did not have Carling's powerful foreign financing." Carling is owned by Canadian Breweries Ltd., Toronto.

President Figge said the $47,000,000 spent on postwar expansion by Hamm includes "quite a bit" of borrowed money.

■ Some beers are priced as local beers, while other brands are sold as premium beers. Hamm says its general policy on pricing is to make its prices competitive with the leaders in the specific markets.

Hamm markets about 16 different types of container for its single brand of beer. These include various sizes of bottles and cans, returnable and non-returnable bottles, six- and 12-packs, and 11 oz. bottles and cans used only on the West Coast, where that size has won favor.

■ While the Hamm people like to talk about such things as product and distribution, the consumers like to talk about the advertising. The Hamm's campaign has won numerous awards from both advertising and consumer groups; it has been analyzed by top researchers seeking the key to advertising success, and it has won the affection of North Woods resort owners who found their part of the country "put on the map" by the land of sky blue waters theme.

This theme is the central feature of a tightly integrated advertising-merchandising campaign. It dominates media advertising, point of sale material, cans, cartons and collateral material.

■ Hamm placed 88th among the 100 leading advertisers listed by ADVERTISING AGE, with an estimated 1959 expenditure of $7,500,000. For 1960 the figure probably will hit $10,000,000.

The estimated total was $5,700,000 in 1957 and $6,500,000 in 1958. The company considers television its prime selling medium ($1,900,000 in spot tv in '59). Besides its sponsorship of sports events, the company runs ads in about 450 markets the year around. Hamm has been a regional sponsor of network tv in the past ("Perry Mason," "Rawhide," "Person to Person" and others). It has no network shows now, "but we're in a position to grab something good if it comes up," Mr. Turnbull said.

Like many other beer advertisers, Hamm closely allies itself with sports, feeling that the "public service" image it gets, along with the association of sports and enjoyment, gives added value to such sponsorship.

■ Hamm's sponsors tv coverage of the Chicago Cubs and Chicago White Sox, tv and radio broadcasts of the Baltimore Orioles, and regional telecasts of the Green Bay Packers football games. Late last year the brewer signed for exclusive broadcast rights of the Minnesota Twins (nee Washington Senators) for three years.

In markets where Hamm does not have sports sponsorship, it tries to get news and weather tv shows, again to take advantage of the good will and public service image.

Both outdoor ($1,600,000 in '59) and radio ($900,000) are used as reminder media by the brewer. Hamm buys a lot of outdoor spectaculars and painted bulletins in addition to the 24-sheet posters.

■ Radio was used several years ago for a series of spots featuring interviews with vacationers in northland resorts. As the temperature hit 104° in Kansas City, for instance, radio listeners heard from one of their neighbors enjoying the coolness of sky blue waters as he quaffed Hamm's brew. In return for these plugs, happy resort owners added Hamm's to their menus.

Newspapers are used "when we think we have news," the company says. They were used extensively during Hamm's opening campaigns in new markets.

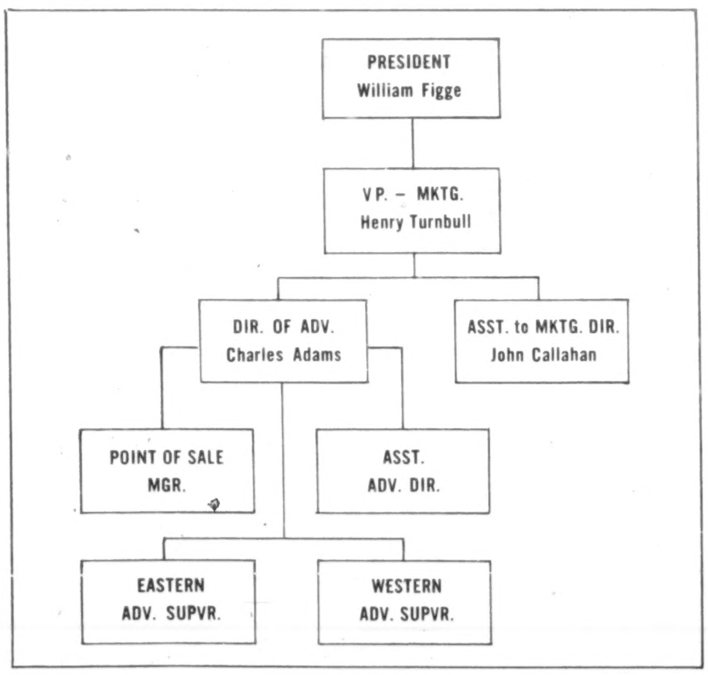
Hamm's has been in and out of magazines, primarily *Life* and *Look*. In 1959 it spent $261,881 in magazines, after avoiding that medium entirely in 1958.

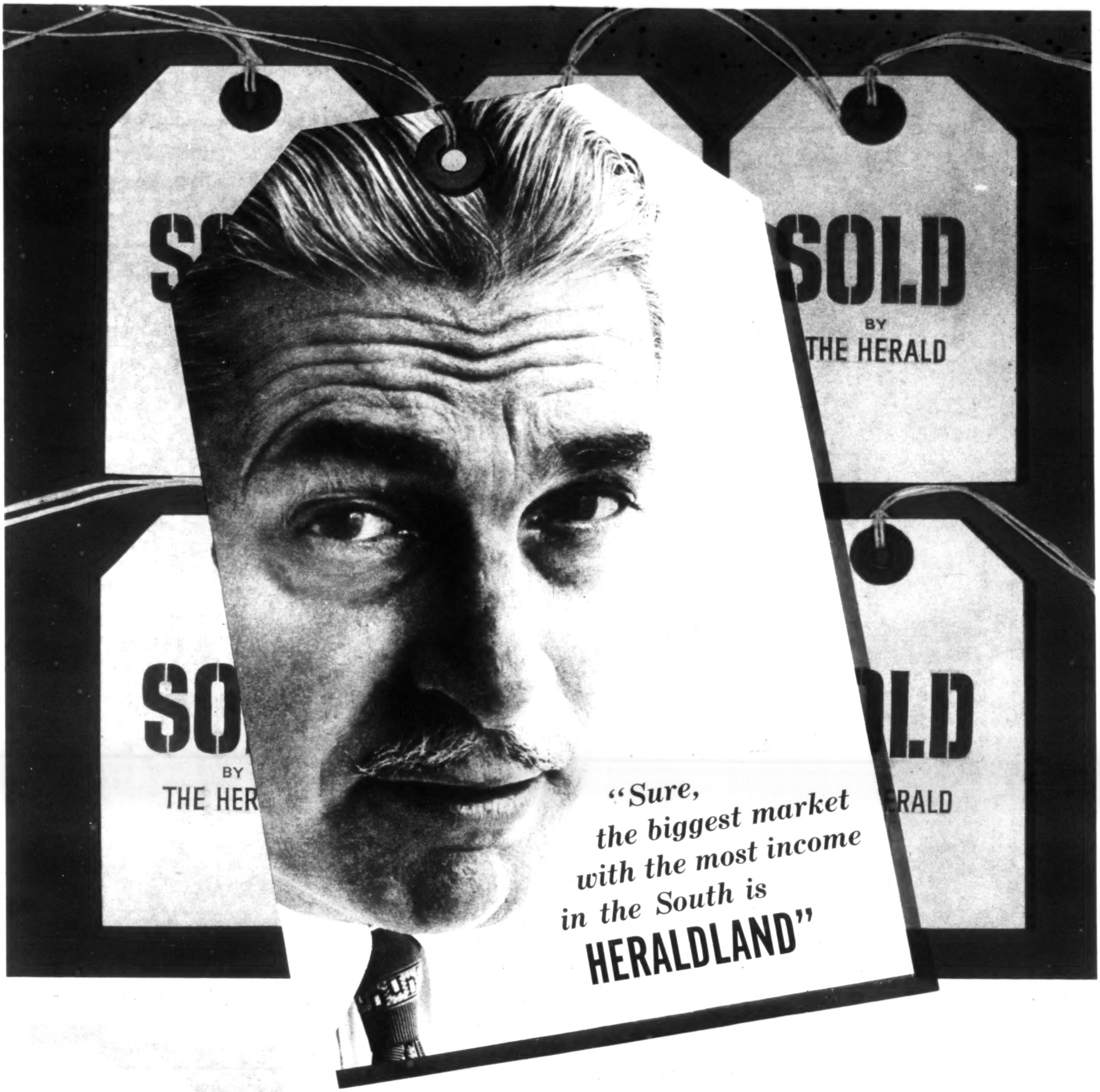
■ It has been estimated—and Hamm's does not deny this—that the company spends about one-third of its ad budget on point of sale material. Advertising and sales departments at Hamm's work closely in developing local point of sale campaigns, to see that they correlate with media advertising.

The company supplies sketches of what it wants in the way of p.o.p. material to one or more of a dozen suppliers who turn out the finished work, according to Mr.

(Continued on Page 70)

Hamm's Advertising Organization




SOLD
BY
THE HERALD
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THE HERALD
"Sure,
the biggest market
with the most income
in the South is
HERALDLAND"

HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

Yes . . . HERALDLAND! 3 out of 5 families—312,000 households—have net buying incomes of over $4,000. And if you're looking for incomes of $10,000 and over, there are 58,000 such households in Heraldland. 1,724,000 people . . . $3,307 million effective buying power . . . $2,652 million retail sales, a market greater than any of 26 entire states.

HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald

STORY, BROOKS & FINLEY, INC. NATIONAL REPRESENTATIVES

Hamm Beer . . .

Adams.

The trend is toward more off-sale material (for purchases consumed in the home), as more and more food outlets sell beer. A wide variety of material is also used for on-sale accounts (bars, restaurants, etc.). Hamm's today is sold through approximately 123,000 retail outlets.

■ A lot of the money which Hamm puts into its advertising never shows up as a media expenditure, because the company invests regularly in new techniques to keep its eight-year-old-theme fresh. In 1952 Hamm's outdoor posters depicted foamy glasses of Hamm's "dancing" out of the cool woods and lake. It took four years to come up with a technique to permit the dancing glasses to hit the tv screens.

The company has experimented with new ways to photograph beer. It recently poured $10,000 into some photo technfques that didn't pan out. Another experiment did, however, and it will be used in the 1961 batch of tv spots. Campbell-Mithun and Swift-Chaplin, the Hollywood company that produces the tv commercials, developed a "zoom" camera lens and a track which rushes the camera about 50' forward in three seconds, to move the camera right in on top of a glass of beer. This is part of a transitional device to take the viewer to the land of sky blue waters by looking into a glass of Hamm's.

■ Don Grawert, who supervises creation of the tv commercials at Campbell-Mithun, finds that there's still plenty of room for creativity, despite working with the same theme for eight years. Next season, a series of eight-second spots will feature humorous literal presentations of certain cliches.

As an example, one storyboard which adorns Mr. Grawert's office—one that never made the grade to finished commercial—shows the Hamm's bear leaning against a giant bottle of Hamm's beer. The announcer says: "Wouldn't a glass of Hamm's taste good now?" The bear nods, then consumes a glass of Hamm's—glass and all.

Between 15 and 20 new commercials are produced each year, at a cost of between $16,000 and $17,000 per one-minute spot.

■ How durable is the Hamm's campaign theme? It has been used for eight years now, and is still going strong.

Both Hamm and Campbell-Mithun watch public reaction to the advertising closely, looking for signs that its effectiveness has palled. But so far there are no indications of this. Significantly, an annual report to the board of directors contains 16 pages reporting instances of other brewers using variations of the Hamm's theme.

"As a generality, though, it doesn't seem to do anyone else much good," said Mr. Turnbull.

"All institutions eventually decay," he pointed out. "We don't know what the decay point of our present theme is, but we watch it closely. We spend quite a bit of money on this research.

■ "Remember that Ivory is still using its '99 and 44/100% pure' theme. And I recall that in 1924 or 1925 Frank Hummert wrote the Anacin copy which I can still quote—'Anacin is like a doctor's prescription . . . it contains not one but a combination of ingredients . . .' When I was at the agency (Dancer-Fitzgerald-Sample, the successor to Blackett-Sample-Hummert) several of us worked and worked to try to improve on that, but we couldn't."

Mr. Turnbull said that Campbell-Mithun annually attempts other advertising approaches for Hamm's, to see how they look. "But none of them has even gotten to the test stage yet."

Albert Shepard, of the Institute for Motivational Research, has said his company's research indicates the sky blue waters theme is extremely effective.

■ "What is communicated," he reported, "is not so much the claim by Hamm's that it is more refreshing; more important, these commercials actually make the viewer feel refreshed, happy, relaxed. They remind him of fun outdoors, of natural enjoyment in natural settings."

Another motivational researcher, Pierre Martineau of the *Chicago Tribune*, in his book "Motivation in Advertising," explains the effectiveness of the theme this way:

"Our motivation studies have indicated that refreshment is a primary motive force in the desirability of beer. The theme, 'From the land of sky blue waters,' reinforced by art scenes of blue lakes, pine trees and frosty glasses emerging from the snow piles up a powerful symbolic effect of indescribably wonderful refreshment. It is infinitely more forceful than any stated claims on the subject, proclaiming the words in big type, could be.

"Furthermore, because this is an 'open end' symbol, the way is left open for the audience to read many more meanings into the product image than mere refreshment."

■ It appears, then, that when Hamm's next expands, the new marketing area will be exposed to advertising very much like that which the company is using today. It has helped, the company reports, to put Hamm's into second place on the West Coast (behind Lucky Lager), second place in the Baltimore area (behind National), and into the top spot in its St. Paul division marketing area.

Generally, the soft spots in Hamm's marketing picture appear at the fringes of Hamm's distribution where local brands are strong. Texas and Montana are two such states.

■ What does the company look for in opening new markets? John Callahan, assistant to the marketing director, noted that a satisfactory pricing situation is all-important. "One question we have to ask is, is it profitable for the wholesaler?"

There are several areas where beer consumption is good but prices are low. He cited Detroit and Cincinnati as two examples.

"We also look for a good wholesaler organization we can work with," Mr. Callahan said. "In Baltimore, we made practically no changes in the Gunther wholesalers.

■ "On any day of the year we've got consumer research going on somewhere in the country," he said. "We do research both in and out of our marketing areas."

From all this research, Hamm has gathered a well-defined "profile" of itself as seen by the public. It's pretty good, the researchers report. The playback on advertising revolves around such words as "entertaining" and "refreshing." And the company itself is seen as having rigid standards and a good product.

As long as research continues to show that consumers like the company and its advertising, and as long as sales figures show they're drinking the product, Hamm's is likely to sail along on its sky blue waters. ≠

This Week in Washington . . .

Knotty Problems Await New FCC Head Minow, Despite Gains by Ford

By Stanley E. Cohen

Washington Editor

WASHINGTON, Jan. 12—The Federal Communications Commission has come a long way since Fred Ford took over the chairmanship March 15, but Newton B. Minow, the Kennedy appointee to the commission chairmanship, will find that he has a man-size job.

As chairman, he will be in a position to put his own people into the key staff posts, including the general counselship, and the top jobs in the broadcast bureau. But there are six other commissioners, and he won't get very far unless he can get their cooperation.

It was no accident that the FCC chairmanship was the first regulatory post filled by the new administration. The "scouts" who have been planning the take-over for the President-elect regard FCC as the agency most in need of improvement.

■ Of all the other regulatory agencies, none is as close to the people. The broadcasters it licenses reach into every home in the land. A lot of people, including many vocal and influential ones, think the commission has been less than conscientious in making sure that its licensees live up to their commitments.

There obviously was something special about the way that the incoming administration went about picking its man for FCC. In recent years, FCC's nominees—including some who proved to be disappointing—rode into office on the basis of senatorial or congressional endorsements. Mr. Minow was picked from the Midwest, and the appointment caught everyone here—including the usual knowledgeable industry sources—completely off guard.

■ Here are some of the problems the new chairman will face:

His fellow commissioners: They are men of various persuasions. Some never vote for any kind of enforcement actions.

Staff morale: It's come back from the low point of early this year. He'll still be handicapped because many of FCC's most competent people left for agencies with a more vigorous intellectual climate, or entered private practice.

Congress: The most ticklish dilemma of all. He'll have to dig to learn where congressmen really stand. Despite all the talk about the need for FCC to keep a sharp eye on its licensees, some of those who talked loudest were quietly doing their best to block Fred Ford's proposal for a small enforcement staff to keep an ear—and eye—on the material broadcast by stations whose licenses are up for renewal.

Money: Despite repeated budget increases, FCC has never been able to catch up on its routine processing of applications. Partly because of the commission's inability to resolve the "daytime skywave" case, the backlog of am applications is at an all time high.

Procedure: Because of the widely split viewpoints among the commissioners, he'll find it is hard to line up a majority on the tough issues. With the commission members at odds with each other, proposals bounce back to the staff time and again for redrafting. Often the final product must be badly watered down even to get a 4-3 vote.

■ On specific problems that have festered for lack of decision, these are some requiring most urgent attention:

Allocations: FCC has known for at least five years that tv will have to move to the uhf frequencies, unless we're to lock future generations into a service limited to 12 channels. Some guts on the part of FCC are needed to get the transition started.

Color tv: Five years ago FCC let the industry have the color standards it wanted, and that's been the last of it, so far as a mass medium is concerned. For five years color tv has been a big disappointment, because the set makers have yet to find a way to bring the price down to popular levels. The American people shouldn't be deprived of color indefinitely simply because the industry is trying to use a color system which is too complex to produce at practical prices. When FCC faces up to the problem of moving tv to the uhf, Mr. Minow may want to make sure that uhf stations use a color system which can be produced at everyday prices.

Clear channel radio case: In the decade and a half that this one has been gathering dust, the am industry has completely changed character and tv has been born. Twice in the past two years FCC has made false starts toward a decision. Maybe Mr. Minow can find a way to recover some of the FCC's lost glory on this one.

Pay-tv: He won't have to wrestle with this for awhile. But the Hartford test, which FCC is expected to authorize very soon, won't last indefinitely. If it pays off, FCC will finally have to decide "to be or not to be."

Licensing networks: There's a big build-up for FCC to demonstrate its "toughness" by pushing for legislation to license tv networks, or imposing regulations on them. It's a deceptively simple proposal. When critics complain about too many network programs on tv, they ultimately must admit that network programming ordinarily is best. What they are really trying to get at is the kind of programs the networks provide. Maybe Mr. Minow knows how to do this without getting into government interference with programming.

■ While these are the facts of life, Mr. Minow will find that the shop is in far better shape than it was when Fred Ford took over.

At the peak of the tv scandals, former Chairman John Doerfer kept emphasizing that only a relatively few broadcasters were bad. In his public statements he managed to leave the impression that he was more concerned about curbing the FCC than he was in curbing the broadcasters who were out of line.

Under Fred Ford, there has been a considerable shift in the wind at FCC.

New licensing standards: Now the industry is on notice that the commission expects stations to live up to the promises they make when they file their applications.

A show of force: For the first time in its history the commission has investigators who actually monitor some of the stations which are believed to have poor performance records. It's still a pitifully small step, but the industry is already discovering that it is no longer safe to cut corners.

Proposals to curb trafficking: There's still a long procedural road ahead, but FCC has circulated proposals to put the breaks on the capital gains game. When he arrives here, Mr. Minow will find that his colleagues are moving ahead on a rule which requires a hearing if a station is sold before it has been held for three years.

Ex parte cases: In a show of strength, the commission voted to revoke tv permits granted in three of the "influence" cases which were investigated by the House committee on legislative oversight. These cases are currently in the court of appeals, which must decide whether FCC's decision to revoke these licenses goes too far.

Pay-tv: Applications for a pay tv test at Hartford have been rushed to the point of decision through short-cut procedures worked out by the commission. While the basic pay tv question remains unresolved, this is certainly the most forthright move to date by FCC on this knotty issue.

■ While there have been impressive results under Fred Ford, he had frequently been powerless to deal with the commission's tendency to march up hills, only to march down them again. Unless the new chairman is able to mobilize powerful forces of persuasion, he's likely to have nearly as much trouble with the "march down the hillers."

Many who recall Mr. Minow from the days when he was a law clerk at the Supreme Court believe he has the capacity to give FCC a sense of mission. In any event, with the departure of temporary Commissioner Charles King, there will be one less "march down the hill" vote to contend with. ≠

STOP, LOOK AND LIST 'EM!
12 EXTRA FEATURES
never before assembled in any portable under $100!
NEW MONARCH PORTABLE BY REMINGTON
COSTS LESS THAN $90.00
Remington
MONARCH

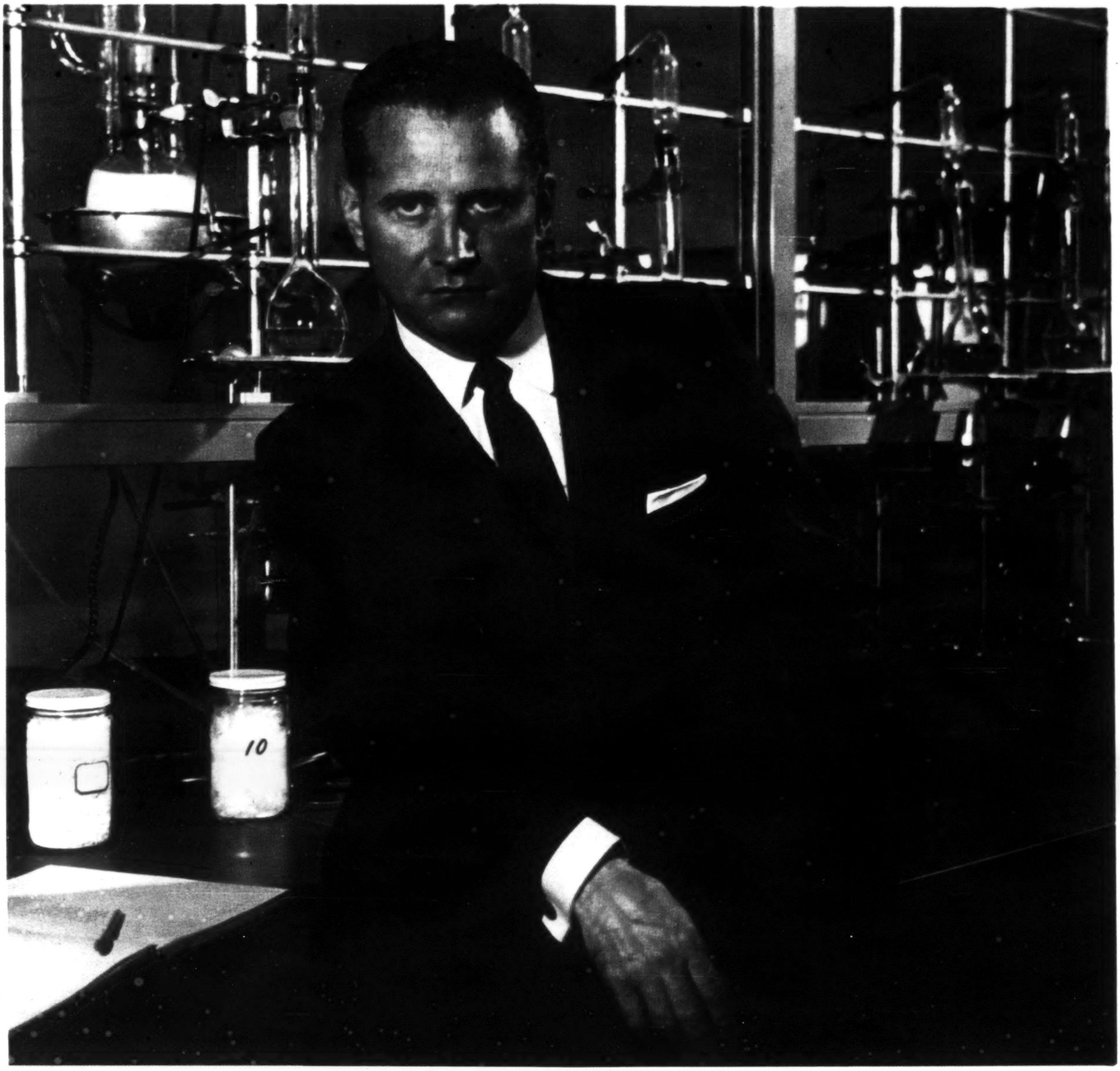
MONARCHY—*Remington Rand's new portable typewriter, the Monarch, has 12—count 'em—12 extra features, says this color page, scheduled in January and February issues of Life, Look and Reader's Digest. Compton Advertising is the agency.*

Arizona Biltmore Sets Push

The Arizona Biltmore Hotel, Phoenix, has scheduled a large-scale magazine advertising campaign directed specifically to American travelers staying in the U.S. this winter. The series suggests that instead of London, Rome, Cote d'Azur or Zanzibar, "you can add another conversation piece by enjoying this winter at the Arizona Biltmore." Ads are scheduled in the January and February issues of *Holiday, House & Garden, The New Yorker, Town & Country* and *Vogue*.

Renault Names Arent

John W. Arent, who joined Renault Inc., New York, last year as assistant to the general sales manager, has been appointed to the new post of merchandising manager.



Donald D. Pascal, President of National Starch & Chemical Corp., faces the problem of new product introductions.

"How we sold a product no one had ever heard of."

"After almost five years in the development and pilot plant stages, we recently had a new latex compound ready to market. But we were the only ones who knew what it could do . . . that it had broad applications for packaging, construction, textiles and other fields.

"That's why we turned to business magazines. Within a month, advertising there developed an almost instant reaction . . . helped us find the interested prospects. We know of no other way to introduce our new products so quickly and economically."

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.
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More than one million key men in business and industry pay to read McGraw-Hill publications.

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That's right, more than 365,000 people live in the trade area of the **NORTHEAST TEXAS MARKET GROUP.** This market, covered in depth only by the N-E-T newspapers, lies entirely outside any Standard Metropolitan Area, and only the N-E-T newspapers give you merchandisable coverage.

N-E-T NEWSPAPER CIRCULATION 44,952*

*Publishers' Statements to ABC 9-30-60.

Save 20% With N-E-T

Northeast Texas Market Group

DENISON HERALD
GREENVILLE HERALD-BANNER
MARSHALL NEWS MESSENGER
PARIS NEWS

Now, buy these four newspapers with one order—one bill—one check. The group buy saves you 20%, and you get 44,952 circulation in hard-to-reach Northeast Texas.

N-E-T City Population	88,251
N-E-T City Retail Sales	$153,218,000
N-E-T City Food Sales	39,786,000
N-E-T City Automotive Sales	32,866,000

N-E-T Line Rate 33c

A saving of 20% when compared to the individual rates which total 41c a line.

Order Advertising In
NORTHEAST TEXAS MARKET GROUP
Through Any Office Of
TEXAS HARTE-HANKS NEWSPAPERS
Dallas New York Chicago

Leonard Masius, 62, Ex-U.S. Adman, Head of British Shop, Dies

LONDON, Jan. 10—Leonard Max Masius, 62, chairman of Masius & Fergusson, died at his home in Sunningdale, Berkshire, Jan. 8, apparently of a heart attack.

Born in New York in 1898, Mr. Masius joined Lord & Thomas in 1926 and worked in its New York and Chicago offices. He handled advertising for American Tobacco Co.

Mr. Masius came to London as a vp of L&T and managing director of its European business. He was named manager of the agency's New York office in 1940.

He founded Masius & Fergusson in 1942.

▪ Mike Masius was one of the most prominent members of the American community in London. Sent here by Albert Lasker, head of Lord & Thomas, he elected to make his way in the British advertising business rather than the American when Mr. Lasker sold his business to Fairfax Cone, Don Belding and Emerson Foote.

He founded his agency here with William B. B. Fergusson, a leading British adman, who is now in New York as international ad director of Colgate-Palmolive Co.

Mr. Masius served in the U.S. Marine Corps during World War I and enlisted in the U.S. Army in World War II. Discharged as a lieutenant colonel with the Legion of Merit, he returned to London and became one of the most successful agency practitioners in British advertising.

Although he was an American, he was accepted fully in the British advertising community. His company was British and did not depend on a U.S. link for business. Virtually all his employes were British.

▪ At his death, Masius & Fergusson had risen to become one of the five largest agencies in Britain. It billed $21,700,000 in 1959.

Numerous U.S. agencies had approached Mr. Masius with a view toward acquisition or merger—but he never made a deal. Several years ago he made his own capital gains deal with a British bank under which the agency was split into two parts.

Mr. Masius was president-elect of the American Society and governor and former chairman of the American Club in London.

WILL M. TRAER

JACKSONVILLE, FLA., Jan. 10—Will M. Traer, 84, former owner of the *Winter Park Herald*, died Jan. 4 in a local convalescent home after a lingering illness.

Mr. Traer, a native of Vinton, Ia., began his newspaper career there at 16 as an apprentice with a newspaper and job printing shop. In 1902 he established his own printing plant and published a trade journal for the independent telephone industry in the Midwest. Later he moved to Florida and edited and published the *Melbourne Times*.

In 1914, Mr. Traer and associates bought the *Florida Homeseeker*, a magazine published by the Florida East Coast Railway, and moved to St. Augustine. Later he moved to Jacksonville and renamed the magazine *The Farmer & Stockman*, changing it to a trade publication for the meat packing industry here.

In 1925 he bought the *Winter Park Herald* and founded the Orange Press, erecting a building to house the publication and the printing plant. He maintained his home in Jacksonville during most of the time he owned the *Herald*.

JULIAN M. SNYDER

NORWALK, CONN., Jan. 10—Julian M. Snyder, vp of Cunningham & Walsh, New York, died Jan. 5 in Norwalk Hospital.

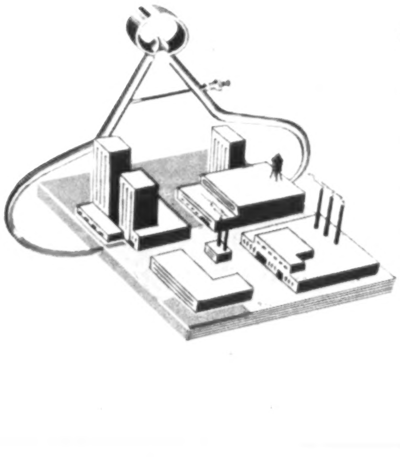
Mr. Snyder was account executive on Texaco, which he had handled for about 20 years. He previously was a vp at the old Erwin, Wasey & Co. He was in charge of Erwin, Wasey's London office for several years.

In World War II he received the silver medal award of the Treasury Department for war bond advertising work.

MERRITT H. DEMENT

CHICAGO, Jan. 10—Merritt H. Dement, 83, retired board chairman of Buckley, Dement & Co., direct mail advertising company, died Jan. 5 in Evanston Hospital. Mr. Dement was one of the founders of the company in 1903 and was actively associated with it until his retirement in 1944. He was also a founder of the Mail Advertisers Service Assn. #

PROVABLY . . . your best buy!
Heating Piping & Air Conditioning
Engineering Approach Essential To Good Air Pollution Control
. . . and here's why



CONCENTRATED COVERAGE

HEATING, PIPING & AIR CONDITIONING sticks to its knitting. It confines itself to the services for which it is named and further confines its attention to just the industrial-large building field. No residential, no plumbing, no refrigeration. You get clearly focused editorial, carefully directed circulation.

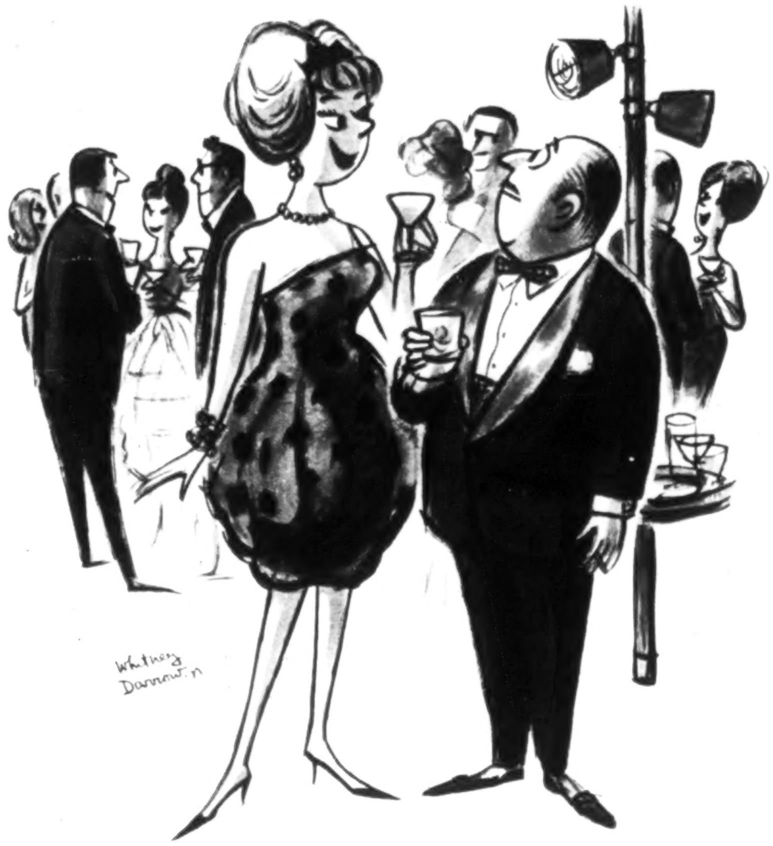
TOUCHES ALL BASES

HPAC, because of its specialized editorial, appeals to *all* the purchase-control factors in this field. Consequently, you reach *all* those who specify and/or buy – the consulting engineers, the mechanical contractors, and the engineers with plants and large buildings whose major interests are just these services and just this field.

A MARKETABLE EDITORIAL PRODUCT

Each of the readers of HPAC is, and has been, paying for it directly, individually, and voluntarily. Pure circulation . . . responsible circulation!

And that's not all. HPAC leads in number of editorial pages, leads by over 2 to 1 in advertising volume, has more advertisers, and is used on an exclusive basis by more advertisers. Doesn't it make sense to make HPAC your No. 1 advertising medium? KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2.



"Just to start the conversational ball rolling, how much do you make a year?"

Atrocious manners, perhaps -- but a fascinating subject. There is more fascination about money -- and more frustration and exhilaration and aggravation and joy -- than about anything else you can think of. Now, starting in January, The Ladies' Home Journal makes news about money.

In "How America Spends Its Money," the Journal probes the pocketbooks of 12 American families ... each with a different income, each struggling to stretch inelastic dollars over crucial needs and desires. No facet of family finance is left unexplored. You'll see how cold figures can yield to warm impulse (example: the young lawyer who painfully budgeted his income for months -- then blew his small savings on a no-time-limit phone call to Austria for his homesick Viennese wife on her birthday.) If you're an economist, you'll get an intimate new insight into America's money management. If you're an advertiser -- even the most astute one -- you're bound to learn a little more about what and when and why people buy (and what and when and why they don't).

Best of all, if you're a woman -- and after all, the Journal is edited for women -- you'll discover to your delight that this is more than a superb reporting job. Every family studied by the Journal could, with wiser planning, be getting more for its money (couldn't yours?); the Journal got experts to show them how. A noted financial counselor takes each family's budget apart and puts it together again -- better. There's tax advice, savings suggestions, investment counsel you'd gladly pay extra for.

News? It's the most important news for women (and for those who sell to women) in any women's magazine in years!

When the Journal speaks-women listen

NO.1 MAGAZINE FOR WOMEN / NO.1 IN CIRCULATION / NO.1 IN NEWSSTAND SALES

Lando Names Steinthal, Adds Westinghouse Air Brake

Robert J. Steinthal has joined Lando Advertising Agency, Pittsburgh, as an account manager in the industrial advertising division. Mr. Steinthal was formerly an account executive of Fuller & Smith & Ross, Pittsburgh.

At the same time, Westinghouse Air Brake Co., Wilmerding, Pa., has appointed Lando to handle the development of a special marketing program for use by its divisions. The project involves cooperation with suppliers in their promotion plans.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the **complete** service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Guest Elected Club Head

The t.f. Club, Cleveland, has elected Gordon B. Guest Jr., district manager of *New Equipment Digest*, president. At the same time, Robert Reed, of *Space/Aeronautics*, was named 1st vp, and John E. Lange, of McGraw-Hill, was elected 2nd vp.

Allen & Reynolds Adds Globe

Globe Electronics division of Textron Electronics Inc., Council Bluffs, Ia., has named Allen & Reynolds, Omaha, to handle its advertising.

Palmer Appoints Four

T. N. Palmer & Co., New York, has appointed Larry G. Painter an account supervisor, Arthur Sasso and Arthur Diener account executives and Jerome Sutton traffic manager. Mr. Painter formerly was a partner in Painter, Waring & Hand; Mr. Sasso was with Chirurg & Cairns; Mr. Diener was with Donahue & Coe; Mr. Sutton was with Fred Wittner & Co.

Bristol Names Johnson, Watson

Victor T. Johnson, formerly director of marketing, has been appointed administrative assistant to the president of Bristol Laboratories, ethical drug division of Bristol-Myers Co. He will be succeeded by Thomas E. Watson, formerly manager of market planning.

Ferree Joins Shaw

John K. Ferree has joined the copy department of John W. Shaw Advertising, Chicago. Mr. Ferree was formerly in the copy department of Campbell-Mithun.

Preston Reed, Retiring from FPRA, Looks Back on 36 Years of Financial Ad Growth

CHICAGO, Jan. 10—Preston E. Reed, 68, a man who probably knows more about financial public relations and advertising than any man now living, has retired after 36 years as exec vp of the Financial Public Relations Assn.

Preston E. Reed

Born in Freesoil, Mich., Mr. Reed was the son of a Methodist preacher. Following his graduation from Albion College in 1915, he entered the entertainment field and was a featured cello player and singer on the Chautauqua Circuit in the summer and the Lyceum Circuit in the winter. During his two years on the circuit, he met and married Lou Bryam, who was a violin and piano player with the group.

In 1917, Mr. Reed enrolled at the University of Chicago for graduate work. For his master's thesis, he submitted a forecast on the future of the automotive field. He held teaching positions in several high schools and Illinois Wesleyan University before coming to Chicago in 1920 as dean of the old Central College of Commerce.

▪ Mr. Reed entered association work in 1922 when he joined the Chicago Assn. of Commerce as executive secretary. Two years later, he moved over to the Financial Advertisers Assn., forerunner of the Financial Public Relations Assn. (the name was changed in 1946).

When he started to work for FPRA, the group, which is composed of bankers, investment brokers, savings and loan association executives and title and trust company officials, had fewer than 100 members. At last count, the FPRA had nearly 2,700 members.

Under Mr. Reed's direction, the FPRA's monthly "Bulletin" was expanded and departmentalized for the various field covered by the association. Of particular interest to financial advertisers is a section in the magazine called "Pictorial Review" which contains reprints of excellent financial ads from U.S. and Canada.

Mr. Reed was also mainly responsible for the establishment in 1948 of the school of financial public relations at Northwestern University. Two-week summer courses are conducted annually for freshman and senior classes of 50 each. He has been director of the school since its inception.

▪ Has financial advertising changed over the last 36 years? "I think that most financial advertising today is just as truthful and factual as it was many years ago and I think the public believes in such advertising," Mr. Reed said.

"I think many banks have got away from what I call 'tombstone' advertising, and they have livened up their ads and put more 'sell' into their copy. The rapid growth of savings and loan associations has forced banks to do more aggressive advertising. I think that banks have found that advertising is enjoyable and profitable."

Mr. Reed leveled some criticism at newspapers for charging higher rates for financial ads. "I feel that newspapers charge too much for financial advertising," he said. "Why should banks, savings & loan associations and investment brokers have to pay higher rates than local business men?"

▪ As for the future, Mr. Reed has only one definite committment—to take a trip around the world with his wife. The world tour was presented to him by the FPRA, along with a gold wrist watch and two bound volumes containing more than 600 letters from friends in the financial world wishing him the best of luck in his retirement years. #

'Post-Dispatch' Boosts Leeming

Frank Leeming, formerly retail ad manager of the *St. Louis Post-Dispatch*, has been named promotion and publicity director of the newspaper, a new post. Succeeding Mr. Leeming is James H. Kennedy, formerly in charge of the daily's department store advertising. Frank X. Poster, formerly with the *Detroit Times*, succeeds Mr. Kennedy.

$2,228,627,000
MARKET!

this is
TULSA
and the Magic Empire

The Tulsa World and The Tulsa Tribune completely blanket the 40-county Magic Empire . . . delivering a solid coverage to this vast, rich market. Tulsa is one of the 50 largest cities in America. With a metropolitan area population of 418,974, plus the fabulous Magic Empire (Tulsa's trade area of 40 counties in Oklahoma, Kansas, Missouri, and Arkansas) now has an Effective Buying Income* of $2,228,627,000.

The Tulsa World and The Tulsa Tribune carried 9½ million** more lines of advertising than any other two newspapers in Oklahoma. No wonder Tulsa newspapers are the preferred advertising medium in Oklahoma.

*Sales Management Survey of Buying Power.
**Media Records . . . First 11 months in 1960.
Population Figures 1960 Government Census

The TULSA WORLD and THE TULSA TRIBUNE
MORNING ● SUNDAY ● EVENING
Represented Nationally by the Branham Co.

SELL
CENTRAL
OHIO
with
THE
DEAN
LEWIS
SHOW

Homemakers and bobby-soxers alike enjoy the fresh appeal of Dean Lewis. They listen, they believe, they buy.

Central Ohio's continuing prosperity makes it a "must buy" market in '61. It's **yours** with The Dean Lewis Show.

WBNS radio
Columbus, Ohio
represented by John Blair

MINORITY—*R. V. Fisher, Mr. Groarke's tv director, is one of half a dozen Europeans among 100 Thai employes of the agency.*

In Bad Year Bangkok Shop's Growth's Only 25%

In Good Year Accounts Zoom 50%, Groarke Says; Cites Thai Potential

CHICAGO, Jan. 10—"If we are lucky, our annual growth is at the rate of 50%. If not, it's only 25%."

The speaker was Geoffrey Groarke, chairman of Groarke & Co., Bangkok, and head of five other units of the Groarke Organization, a group of allied enterprises. Groarke & Co. is one of four full-service agencies that dominate the advertising scene in Thailand, a country of 27 agencies.

His agency's rise, he said, is also an indication of the rich promise of advertising's new frontier—Southeast Asia and especially the friendly and relatively stable Thai kingdom that Mr. Groarke, a British subject, has taken to his heart.

FOUNDER—*F. G. Groarke, chairman of Groarke & Co., at work in his Bangkok office.*

The 37-year-old, stocky and exuberant adman, a former British army major and civil servant, who started in the advertising business from scratch 12 years ago and now services 35 clients, billing about $350,000, was here on a multi-faceted mission, apparently with the blessing of the Thai government.

■ In addition to looking after his own business, he has undertaken his present 15-city, three-continent trip (North America, Europe, Asia) to encourage tourism and Western investment in Thailand, as well as to do what he can to make trade between the ancient rice and rubber country and the rest of the world more of a two-way street.

That rich rewards can be reaped by American marketers venturing into the country is demonstrated, Mr. Groarke felt, by the success story of Fab, which has captured nearly 90% of the market and has given the Thai language a new synonym for the verb "to wash."

But advertising money can be wasted in Thailand just as easily as anywhere else, according to Mr. Groarke, if the marketer makes the wrong moves. That's exactly what has happened in the case of an international soap company which, in Mr. Groarke's opinion, has poured $500,000 down the rivers of Thailand without any tangible effect.

■ Mr. Groarke, incidentally, is very much in favor of compensation by fee, because of the small size of accounts in Thailand.

For example, a one-minute prime time tv spot costs $35. It's true that the country, with nearly 22,000,000 people and two tv stations, has only about 65,000 tv sets, but the individual sets attract audiences beyond comparison with anything in the West. Mr. Groarke himself has counted 276 people watching one set in a town's public square on one occasion.

Except that modern electronic media are present, Thai advertising is about 25 years behind its U.S. model, Mr. Groarke said. But the situation is improving, and in the field of tv at least, the rate is fast. By the end of 1961, there will be five stations in operation, and by the end of 1962, they will be linked in a national network, he said.

■ Dailies are in a sorry state, due in part even to the better-educated Thais' nearly proverbial aversion to reading (so says, at least, Prof. A. G. Pickerell, quoted in John C. Merrill's "Handbook of the Foreign Press").

Newspaper rates average 50¢ to $1 per column inch, and $10 to $15 buys a page in a national consumer magazine (with an average circulation of about 30,000), according to Mr. Groarke.

But things are definitely looking up, Mr. Groarke said, stressing that Thailand is by no means entirely a backward land. A movie theater in bustling Bangkok is larger and more modern than any Mr. Groarke has seen in his native Britain. And the literacy rate of 60% is high for Southeast Asia.

■ His organization, consisting of the six autonomous units, Groarke & Co.; Bangkok Direct Mail Co.; Business Builders Ltd.; Public Relations Consultants; Research Service Agency; and Video & Audio Ltd., is a force for progress. Mr. Groarke employs about 100 people in all his companies, 45 of them in the basic unit, the Groarke & Co. agency. Only five of his employes are Europeans. The Groarke building is one of the most modern in Bangkok.

Mr. Groarke's present clients in-

(Continued on Page 76)

The WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

In Steubenville-Wheeling

YOUR PRODUCT'S BEST FRIEND IS

The FRIENDLY Group's
WSTV-TV
A SHOPPER TOPPER STATION

CHANNEL 9

IN STEUBENVILLE:
John J. Laux—AT 2-6265
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally:
Avery-Knodel, Inc.

THE MOST "SPOT BOUGHT" STATION IN THE RICH STEUBENVILLE-WHEELING AREA

NATIONAL SPOT USERS IN 1960

Alka Seltzer • Alliance Tenna Rotor • Anacin • Anahist • Arrid • Arrow • Beeman's Gum • Breeze • Brown Shoes • Campbell's Soup • Chesterfield Cigarettes • Cheer • Clorets • Colgate Toothpaste • Continental Wax • Crest • Crisco • DeCaf Coffee • Drene • Duncan Hines Mix • Duplexin • DuPont Men's Wear • Duz • Evening in Paris • Favorite Tobacco • Fab • Florida Frozen Stik • Friskies • French's Instant Potatoes • Gleem • Gravy Train Dog Food • Gulf Oil • Handy Andy • Hostess Cakes • Isodine • Imperial Margarine • Instant Yuban • Instant Chase & Sanborn • Ivory Liquid • Instant Maxwell House • Jergen's Lotion • Jif Peanut Butter • Johnson Shoe Polish • Joy • Kellogg's • Kent Cigarettes • Lestare & Lestoil • Lilt • Maybelline • Maypo • Maytag • Mr. Clean • Oxydol • Oasis Cigarettes • Parker Pens • Pepperidge Farms • Pepto Bismol • Pertussin • Pillsbury • Playtex • Post • Red Ball Jets • Robin Hood Flour • Rolaids • Salem Cigarettes • Spry • Scotch Brand Products • Spic & Span • Secret Deodorant • Silverdust Blue • Sunoco • Surf • Tareyton Cigarettes • Tide • Timex Watches • Welchade • Wonder Bread • Zest

Member The FRIENDLY Group FRIENDLY GROUP John J. Laux, Exec. Vice-President

WSTV-TV
[illegible]
STEUBENVILLE-WHEELING

KODE-TV
[illegible]
JOPLIN, MISSOURI

WRGP-TV
[illegible]
CHATTANOOGA, TENNESSEE

WRDW-TV
[illegible]
AUGUSTA, GEORGIA

WBOY-TV
CLARKSBURG, WEST VIRGINIA

In Bad Year Bangkok Shop's Growth's Only 25%

(Continued from Page 75)

clude these American advertisers: American President Lines; Armstrong tiles; Mobil gas; Helene Curtis cosmetics; General Foods; Max Factor cosmetics; Mercury outboard motors; Ray-O-Vac batteries and States Lines.

'PEANUTS'—*This two-color page ad for Helene Curtis shampoo cost only about $12 in a Thai national consumer magazine.*

METRECAL HITS LAND OF SLIM THAI

BANGKOK, Jan. 10—Metrecal has arrived in Bangkok, and a big newspaper campaign is being run to persuade the traditionally slim Thai that they, too, could do with a little thinning down. However, it is likely that the foreign colony—Americans and Europeans—will be its chief consumers.

A reprint from *Pageant* has appeared in the English-language dailies as an insert. Thai dailies have carried regular ads. Point of sale is also being used. The campaign is being handled by the advertising department of the importer, Bangkok-Swiss Trading Co.

AGENCIES IN BANGKOK PLAN ASSOCIATION

BANGKOK, Jan. 10—Advertising agencies here want to organize an association to help maintain and improve advertising standards. They are agreed that it should be non-partisan and are investigating the possibility of setting up a chapter of the International Advertising Assn.

Geoffrey Brookes, manager of Grant Advertising (Thailand), has charged that the prevailing low rates in Thailand tend to retard the development of media standards. To counteract this, Grant is now producing its own radio shows, including half-hour soap operas for Colgate-Palmolive. #

Reincke, Meyer Adds Two

Reincke, Meyer & Finn, Chicago, has been named to handle advertising for the fertilizer division of Darling & Co., Chicago, and Lake View Trust & Savings Bank, Chicago. Klau-Van Pietersom-Dunlap, Chicago, has been the agency of record for Darling's fertilizer account, which has been inactive for two years; Lake View Trust previously was a direct advertiser. Reincke, Meyer now has all of Darling's advertising, as it already handled its feed and glue divisions.

Two Revlon Execs Sell Stock

Two top executives of Revlon Inc.—Charles Revson, president, and Charles Lackman, exec vp, are each disposing of 65,000 shares of their common stock, valued by underwriters at more than $10,000,000. They retain some 45% of the company's equity shares.

Cat Foods Names Tobias

Cat Foods Inc., Escanaba, Mich., has appointed Tobias, O'Neil & Gallay, Chicago, to handle advertising for Whitey cat food. The company had no previous agency for the product.

WTRF-TV STORY BOARD

T. R. Effic!

Because they played kissing games, little Mike Neal didn't enjoy the party. However, he showed his mother the yoyo he had received as a favor and she asked, "What did you and your friend do when they played those kissing games?"

"Well, he just shook hands with those silly girls."

"Yes, but what did you do?" she pursued.

"I just stood there and played with my yoyo."

wtrf-tv Wheeling

Sales Manager Need Smith says: "It isn't true that alcohol and gasoline don't mix. They do mix but they sure taste lousy."

Wheeling wtrf-tv

New dish on the menu of a local restaurant called the "Marilyn Monroe", stuffed tomato with no dressing.

wtrf-tv Wheeling

When you stop to consider what you hear nowadays, it's a wonder there is even a market for hearing aids.

Wheeling wtrf-tv

When the lady asked the waitress what the dinner special was, she was told that it was tongue. "My goodness," said the lady. "I don't think I could eat anything that came from an animal's mouth."

"Well then," suggested the waitress, "how about a fried egg?"

wtrf-tv Wheeling

WTRF-TV sells for 7,500 retail outlets in this Industrial Ohio Valley and 1¾ billion dollars in retail sales are rung up annually. Are you getting your share of the Wheeling Market? Ask George P. Hollingbery to arrange it!

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

MARCH 13, 1961. .

Reps Names Four

Carroll has been pro-
n vp to exec vp of Radio-
esentatives, New York,
presentative. Fred L.
formerly vp in charge
r the International Good
tions, has been named to
post of vp in charge of
ness for the representa-
company also has added
account executives: Jack
formerly with Devney-O'Connell, in New York; and Robert Horen, formerly with *Look*, in Chicago. WEAQ, Eau Claire, Wis., formerly represented by George P. Hollingbery Co., has named Radio-TV Representatives to handle it nationally.

Mary Chess Buys LeLong

Mary Chess Inc., New York, fragrance house, has purchased the worldwide rights of Parfums Lucien LeLong Inc., New York, with branches in Paris, London and Montreal. The new Lucien LeLong Corp. will be operated as a wholly owned subsidiary. The purchase brings the number of recently acquired Mary Chess subsidiaries to three. Parfums Schiaparelli Inc. was added in 1958 and Marie Earle Corp. last September. The companies place advertising direct.

Pope Named to New Post

The *San Jose Mercury* and *News*, San Jose, Cal., has appointed Ray Pope assistant manager of general advertising, a new post. Mr. Pope joined the *Mercury* and *News* in 1959 as food and drug account supervisor.

Nightingale Name Change

Nightingale Press, Oradell, N. J., publisher of *RN*, has changed its name to RN Publications Inc. The company is a subsidiary of Medical Economics, Oradell.

Lees Shifts Carpet Ad Theme for Its 1961 Promotion

BRIDGEPORT, PA., Jan. 10—James Lees & Sons will change the basic advertising format for its carpets in 1961.

Carlton R. Asher, director of advertising and sales promotion, said the change from the "flying carpet" theme used by Lees for many years is due to a "tremendous growth in the demand for carpets and rugs by a massive segment of the population up and down the socio-economic scale."

The new ad format will use room scenes with members of a family engaged in pleasant activity.

The series, scheduled for *Reader's Digest* and *Life* six times each during the year, will show the Lees carpet dipping right out of the room into a close-up swirl across the bottom of the ads.

■ In addition, Lees will promote its commercial department to architects, interior designers, and commercial building owners and managers in trade publications.

Lees is planning two complete promotions for the year, one in the spring and one in the fall. Each campaign will be spearheaded by dealer-listing ads in Sunday supplements in more than 300 newspapers.

The spring promotion will feature a new carpet named "Happy Day."

D'Arcy Advertising is the agency. #

La Choy Sets Its Biggest Campaign: All in Print

La Choy Food Products, Archbold, O., for its Chinese food products, will run five 380-line and four 160-line b&w ads in 130 newspapers in major markets, six ⅔-page ads each in *Woman's Day* and *Family Circle* (some in four colors, others in two colors), and page ads in a number of grocery trade magazines.

The year-long advertising program, largest in the company's 41-year history, will be supplemented by regular promotions to consumers throughout the year, direct mail and point of sale materials and a cooperative merchandising program. Maxon Inc., Detroit, is the agency.

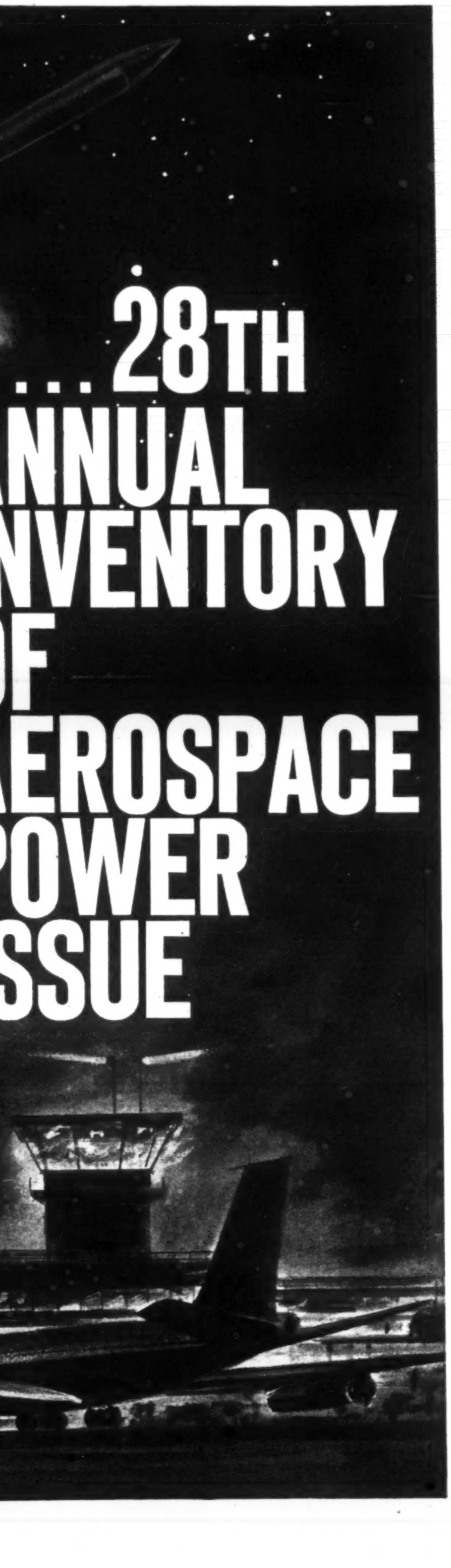
HOW WOULD YOU INVEST

$6,000?

Let's say you have the problem of finding the best way to invest $6,000 (nice problem)! How would you do it? Perhaps you would like the safety of bonds, or perhaps you feel that you have enough knowledge of the market to try common stocks. Then again, your choice might be a small (**very** small) piece of real estate. Think it over . . . it isn't easy to decide, especially if you really could use the extra income from your investment.

If you ever do have such a problem, we'd like to show you how hundreds of businessmen from coast to coast have invested $6,000 cash and have experienced an **average** return of over $100 A WEEK on their investment. No gimmicks . . . just a sound business investment in a neighborhood coin-operated ECON-O-WASH laundry. An unattended franchised ECON-O-WASH laundry takes up so little of your time that there's no thought of leaving your present job, so that $100.00 a week is **extra** income. With no obligation, send for our free booklet. It gives the fascinating ECON-O-WASH story in greater detail, and may show you the way to the most solid investment you will ever make. *Write for:*

**BOOKLET AA-116, SMALL EQUIPMENT SALES
AMERICAN LAUNDRY MACHINERY IND.
CINCINNATI 12, OHIO**



A REVIEW AND PREVIEW OF WORLD-WIDE AEROSPACE DEVELOPMENTS

Aerospace industry developments have captured the imagination and thinking of scientific-military, government and industry planners everywhere . . . commercial space applications . . . weather, navigation and recoverable satellites . . . supersonic transports . . . molecular electronic circuitry . . . nuclear powered aircraft and missiles . . . jet powered business aircraft.

These dynamic leaps in technology affect the progress of thousands of U.S. companies in practically every phase of U.S. industrial activity. Interpreting these developments is vital to our industry's economic welfare and demands specialized analysis.

Once a year . . . for 27 years . . . industry decision-makers turn to the industry's top technical reporting team and the "Inventory of Aerospace Power" for the answers. The "Inventory Issue" has won unmatched respect and reputation as the authoritative review and preview of national and international aerospace developments.

CONTENTS OF THE INVENTORY ISSUE

Charts, graphs, tables, specifications will cover in detail, budgets, missiles, avionics, manufacturing, engineering and many more areas of military and civil aerospace activities. AVIATION WEEK's 37 man editorial staff of graduate engineers and aerospace specialists will collect, sift, analyze and interpret the significance of hundreds of technical and market developments.

ADVERTISER BENEFITS

Intense reader interest generated by past issues and vital editorial content make the "Inventory Issue" an ideal advertising opportunity. As in the past, reader service cards will be included to enable subscribers to easily contact advertisers for additional information. Reader service cards in the 1960 issue generated over 8,500 inquiries in seven months demonstrating long-life of "Inventory Issue" advertisements.

To reach over 82,000 key engineering-management men, write, wire or phone collect your AVIATION WEEK District Manager for more complete information. Regular advertising space rates apply.

Aviation Week and Space Technology

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

PUBLISHING DATE: MARCH 13, 1961

BOWLING CHAMP—*Don Ellis gets a strike in a film promoting bowling throughout the world. Sound tracks are recorded in seven languages for overseas distribution. Live action and animated film was written and produced for Brunswick International, C.A., Chicago, by . . .*

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.

Upjohn Denies Consumer Drive Set; McCann to Explore Field

Upjohn Co., Kalamazoo, has denied ADVERTISING AGE's report of a week ago that the company was about to embark on a consumer advertising campaign for its Unicap vitamins. The company confirmed that it has lost ground in the vitamin business and that it had invited presentations from five agencies. It also confirmed that one of these agencies—the McCann-Marschalk division of McCann-Erickson—has been selected, on the basis of these presentations, to do some work for the company in this field.

Upjohn explained that it was considering the idea of consumer advertising for vitamins—the company has never had such a campaign—and had yet to make up its mind. The company added that McCann-Marschalk was picked to "explore this area further." It emphasized that no advertising campaign has been set yet.

Harry Doniger, 56, McGregor-Doniger's Chairman, Is Dead

NEW YORK, Jan. 10—Harry E. Doniger, 56, chairman of McGregor-Doniger, a leading maker of men's and boys' wear, died in his office here Jan. 4 of a heart attack.

His company, which he ran with his brother, William, was founded by his father in 1921 as the David D. Doniger Co. In 1956 it became McGregor-Doniger Inc., and offered stock to the public. The two Doniger brothers retained 67% control.

Under Harry Doniger, the company was a heavy advertiser—first with Grey Advertising Agency and more recently with McCann-Erickson. McGregor has long had a strong merchandising operation to promote its line to dealers. In 1956, the company said it had spent more than $1,000,000 annually in each of the preceding four years for advertising and promotion.

Born in 1904, Mr. Doniger graduated from Cornell in 1925 and later joined the family company. In 1955 he was named "man of the year" by the men's wear industry. He became president of the company in 1950 and was elected board chairman six years later.

■ During his tenure, McGregor introduced the techniques of supermarket selling to the apparel field. For example, it capitalized on fashion consciousness in men's apparel by featuring clothes coordinates—two sales instead of one. Whenever possible, it tried to sell combinations—jacket and slacks, or slacks and shirts. Later, McGregor introduced transparent plastic packages so customers could buy on impulse.

MAXIMILIAN ELSER JR.

HOPELAND, PA., Jan. 10—Maximilian Elser Jr., 71, retired pr official for the National Horse Show, founder of Metropolitan Newspaper Feature Service and onetime pr chief of J. Walter Thompson Co., died Jan. 3 at his home, Hopeland Farms, after a long illness.

Mr. Elser founded the feature service in 1919 and sold it to United Features in 1930. For the next 11 years he was head of the pr-publicity department of J. Walter Thompson Co. He resigned in 1947 to establish a general pr firm with Ben J. Cothran, another Thompson executive. Elser & Cothran subsequently became Elser & Associates. #

Barlow Moves Offices

Barlow Advertising Agency, Syracuse, has moved to enlarged offices in a new two-story building at 968 James St.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

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14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
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NEWSPAPERS • MAGAZINES • TRADE PAPERS

RADIO **KDAL** CBS TELEVISION
DULUTH-SUPERIOR

join the WGN family!

—offering a unique and vastly improved service in the greater Duluth-Superior market. As with WGN Radio and Television, an operation dedicated to Quality, Integrity, Responsibility and Performance.

"We at WGN, Inc., are exceedingly pleased to announce that the Federal Communications Commission has approved the transfer of KDAL Radio and Television to WGN.

"With the great resources of WGN in programming, production, promotion and research, stations KDAL Radio and Television will bring to the people of the Duluth-Superior region greatly improved service and a broader scope of programs."

Ward L. Quaal vice president and general manager, WGN, Inc.

WGN
QUALITY RADIO WGN TELEVISION INTEGRITY
441 N. Michigan
Chicago 11, Illinois

AGAIN IN 1960

THE BOSTON HERALD-TRAVELER

FIRST

in

TOTAL DISPLAY LINAGE*

1960 LEAD OVER BOSTON GLOBE

2,389,419 lines

1960 LEAD OVER BOSTON RECORD-AMERICAN

16,984,679 lines

AND AGAIN IN 1960 CONTINUED LEADERSHIP IN

- RETAIL DISPLAY
- NATIONAL DISPLAY**
- DEPARTMENT STORES
- GROCERY LINAGE (BOTH RETAIL AND GENERAL)
- WOMEN'S CLOTHING STORES
- MEN'S CLOTHING STORES

***Includes Automotive and Financial.*

**Larger Daily and Sunday. Source: MEDIA RECORDS, INC.*

THE MORNING THE EVENING

Herald-Traveler

Boston's Home-Delivered Newspapers

Represented Nationally by Sawyer-Ferguson-Walker Company

NEWS AND ADVERTISING IN AA GIVE BUYERS THE COMPLETE STORY!

Advertising in a business publication is rather unique. It adds to the information in the text pages, to provide the complete package of information its readers want and are looking for.

So in Advertising Age, with the largest audience of advertising and marketing people ever assembled, its great news presentation every week is supported and amplified with the great advertising presentation of the leading media, services and suppliers to the advertising world.

We couldn't get along without our brilliant staff of editors, reporters, correspondents and columnists. Every Monday they demonstrate the speed and accuracy with which important developments in advertising and marketing all over the country, and frequently all over the world, are reported.

And don't forget the enormous reader interest generated by the unique presentation of the news of media, services and suppliers assembled by our advertisers in every issue. Their reports of innovations, improvements and progress make intensely interesting reading for the important buyers who depend on their services and facilities.

Nowhere else can the advertising and marketing world get such a complete picture of news and ideas as our editors and our advertisers present every week!

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Advertising Age

Feature Section

Weiss Explores Test Marketing Woes

Groesbeck Gives Agency Income Formula

Fair Trade Ruling's Implications—Diamond

Job of Company Paper—Newcomb & Sammons

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

What's New with Video Tape for '61

Harry McMahan is author of the standard texts, "The Television Commercial" and "Tv Production." A year ago his latest book, "Tv Tape Commercials" forecast trends in this new phase of the business. In this special column he gives an updated report on tape and recent tape commercials.

By Harry W. McMahan

Where does video tape stand as we get in high gear for 1961's commercials?

Well, a survey of the tape producers who have been doing their own surveying of the business comes up with some fairly pink-to-rosy prognostications.

Harry W. McMahan

They report 1960's commercial production gross rounding out just under $10,000,000 for video tape alone. This is an increase from about $6,750,000 in 1959.

For 1961 they cautiously put the figure at $11,400,000, then they look for an increased tempo to build this tape ad work up to $32,000,000 by 1965.

These figures come from Videotape Productions of New York (Videotape Center), based on an extensive survey.

Other tape producers see a similar mild advance for 1961 (considerably under predictions of a year ago). Several quietly admit agencies haven't used their expanded tape facilities as much as promised. It's boomed, but not so much as they had hoped.

Further, in "don't quote me" conversations, most producers are inclined to single out two major stumbling blocks tape has had to overcome last year:

1. Too many people—including tape's inventor, Minnesota Mining & Manufacturing—made the mistake of advertising video tape for commercials as "50% cheaper than film." Maybe this was true for stand-up-and-pitch commercials, but not so on more elaborate productions. A few sour tastes remain.

2. Film-oriented producers at the advertising agencies—who make the production decisions—are still fighting tape. Most agencies do not have enough well-trained, live tv producers to handle an increase in output. And agency writers have been slow to take advantage of tape's techniques.

In New York, film studios are steering clear of tape. Both Filmways and Screen Gem's EUE studios dropped tape operations during the year, leaving the field strictly to the networks and such independent tape studios as NTA Telestudios and Videotape Center. New union contracts signed during the year make dual film-tape operations unfeasible and it is unlikely there will be any new entries in the field.

On the Plus Side

Tape made a big gain on the commercial front at the American Festival in May. Of only 6% of the 1,300 entered, 21% were award winners. A total of 15 awards and citations went to video tape commercials.

Another gain is pointed out in a survey report done by Don Norton of D'Arcy Advertising, Chicago. This shows that five more stations have dropped playback charges on tape commercials, leaving only 19 still claiming a fee. All tv stations in Chicago, Philadelphia, Baltimore, Houston and Tampa are now off the fee list.

Norton's survey also shows that 22 more stations plan to add tape in the next few months.

Five specific technical gains are underscored by tape's exponents for the year:

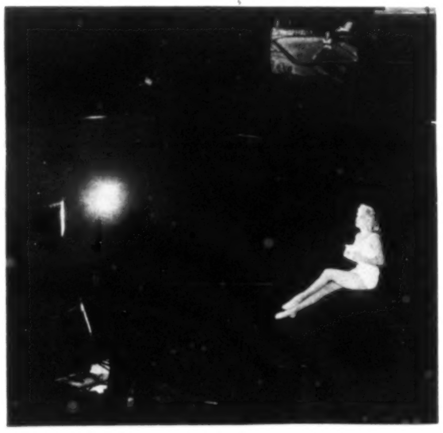
1. "Inter-Sync" re-editing and re-recording has been licked. Scene-by-scene lighting and production, equivalent to film techniques, is now possible.

2. Duping quality is better. Cost of dupes has dropped from $35 to $28.

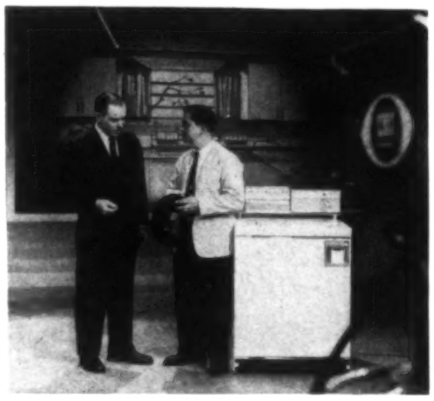
3. Film transfers are improved. Such national advertisers as Gleem, Lestoil, Sunoco, Max Factor, Gallo wine and others are shooting tape specifically for spot market use.

4. More than 40 mobile units now make tape "universal" for location work anywhere in the U.S. or Europe. "Inter-Sync" facilities will make smaller one-camera trucks feasible, too.

5. Editing and optical work have improved with many new tricks to increase



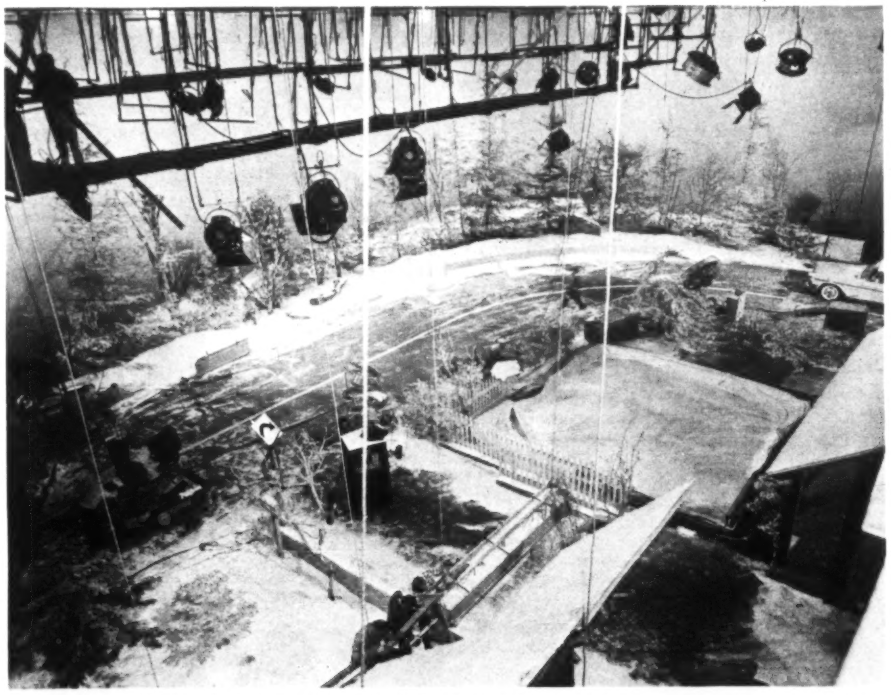
ELECTRONIC MATTING AT WORK—*This bathing beauty—apparently suspended in mid-air—is being photographed by one tv camera against a black background, while another picks up a still photograph of a swimming pool. Then, through electronic matting or superimposure, the two scenes are combined for taping as seen in the television monitor at the top of the picture. Such electronic matting is instantaneous, saves days and even weeks over similar film optical work in the laboratory, tape's exponents point out.*



GE USES TAPE MONTAGE—*General Electric won an American Festival prize with its institutional commercial "Where Does the Money Go" and continues to use tape for others in this Don Herbert series. Pictured here is a montage of three GE workers who won awards for "suggestion box" product improvements at General Electric. Herbert is shown interviewing each worker. Pictured here is Richard Zinni, who got a bonus of $6,000 for an improvement for the GE washer, as his talk with Herbert is taped. CBS produced for BBDO.*

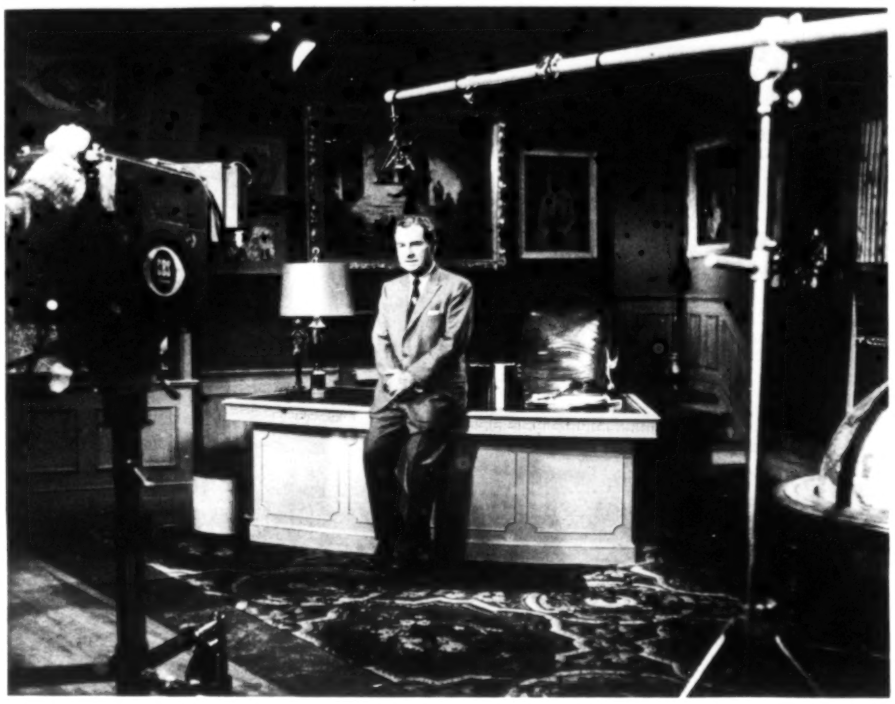
MRS. HENRY PHILLIPS

"PEOPLE" NOT ACTORS—*The SAG-AFTRA strike problem was not a concern to the new March of Dimes institutional promotion on videotape. People who will participate in the 1961 "Mothers' March" drive were used. Production was by CBS Television production sales.*



ROAD BUILT IN HOLLYWOOD STUDIO—*KTTV, Hollywood, is challenging the film studios for size of sets used in tape commercials. Here, for Standard Oil of Ohio (McCann-Marschalk, Cleveland), a winding mountain road has been built within the studio, with houses, trees and even a miniature snowstorm. In right center, yard in front of house doubles as a skating rink.*

IMPROVED STAGING BUDGETS—*Early tape commercials were largely "stand-up-and-pitch" announcers, with a drape for a background and no budget for stage settings. But 1960 saw better sets, better art direction—more equivalent to film commercial staging budgets—for videotape work. Here Benrus watch uses a jewelry store front that splits and opens as the camera dollies into the interior scene. NTA Telestudios, New York, produced this commercial.*



TAPE GOES TO LOWELL THOMAS' HOME—*For U.S. Steel's "Watch America Grow" series, CBS videotape went on location to the Pawling, N.Y., estate of Lowell Thomas. Here, among the many mementoes and works of art collected by the famous newscaster and globe-trotter, cameras recorded his special commentaries. Jack Zoller was in charge of production for BBDO, U. S. Steel agency.*

production values and speed operations. "Reverse action" scenes now are being made. Re-editing and re-dubbing now is a precision job.

'Inter-Sync' Most Significant

Of the five gains the tape producers point to, certainly the first is most significant. It means that scene-by-scene prefection in production is now feasible and editing controls are increased. So, since these are film's greatest advantages over tape—"Inter-Sync" may be the means of winning over some of film's die-hards who now hesitate about tape production at the agency level.

■ NTA Telestudios, New York, made the breakthrough on "Inter-Sync" editing in late November. The first commercial, for Reynolds aluminum, was shot entirely with one camera, staged one scene at a time. Lighting and camera angles were all set with the painstaking precision of film techniques, readjusted when takes were not satisfactory. Scenes then were edited on "A" and "B" rolls and played back from two Ampex video tape recorders while a third machine recorded the final assembly. Titles and a live camera pickup were added during assembly and electronic matting combined certain "A" and "B" roll scenes.

The Reynolds commercial was shot on Tuesday, edited on Wednesday and assembled on Friday. George Gould supervised the operation for Telestudios, with Don Wallace as the agency producer for Clinton E. Frank.

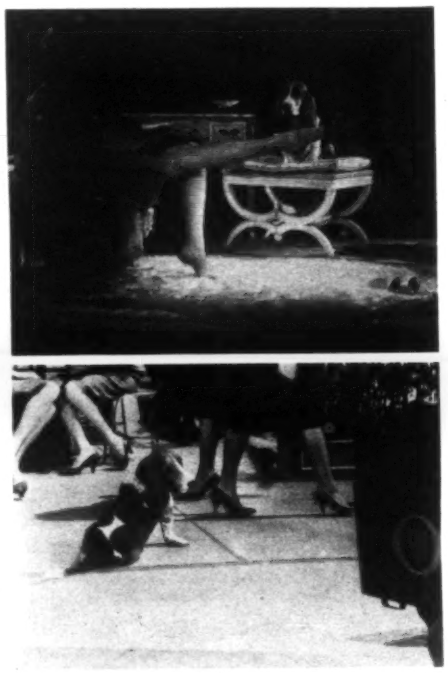
■ Gould said the operation was about the same in costs as film production. Chief advantage of tape over film here was that it cut about two weeks off the delivery schedule compared with film.

CBS Television production sales has received "Inter-Sync" equipment, both in Hollywood and New York, and expects to go the one-camera scene-by-scene route, too—if it is necessary to win over the film die-hards.

Another Hollywood tape house, which asked to be nameless, said it is ready to hire a top Hollywood film cameraman and go the "film route" to prove its case.

New Marconi and RCA Cameras

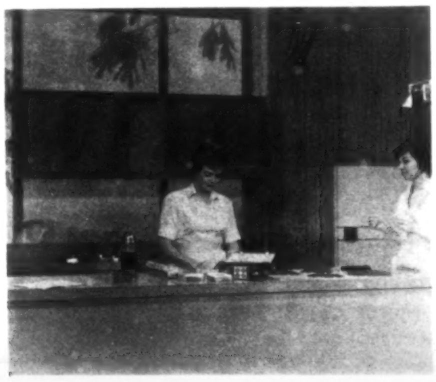
Videotape Center, New York, is making much of its new Marconi cameras, imported from England. This new camera is claimed to increase the gray scale, cut



DOG'S EYE VIEW—*Videotape producers now are offering complete creative service for advertisers who do not have their own advertising agencies. Conceived and produced by CBS Television production sales is a new commercial for Hanes hosiery. Segred Hedin did the script. Lou Tedesco directed and Joe Manetta produced. Videotape commercial was transferred to film copies for use in spot markets.*

LESTARE
BLEACH

LESTOIL PUTS KITTY INTO TAPE—*Lestoil used tape for introductory commercials on Lestare, a new dry bleach product. One series, featuring a white kitten and white sheets (always a problem in film or tape reproduction) was produced by KTTV, Hollywood. Sackel-Jackson Co., Boston, is the agency.*



JUNE LOCKHART FOR HANDIWRAP—*New Marconi cameras from England were used to shoot the June Lockhart commercials for Handiwrap at Videotape Productions of New York. Advantages of the new camera, it is claimed, include greater picture detail, extended gray scale, reduced "flare" reflections and signal-to-noise quality that permits an added generation of tape copies. Joel Weissman was agency producer for Norman, Craig & Kummel, agency for Dow Chemical's newly introduced Handiwrap.*

TAPE GOES INTERNATIONAL—*James Lovick & Co., Toronto agency, went all the way to Hollywood for videotape production of new Max Factor international campaign. Station KTTV's independent commercial tape operation handled production.*

FIRST "INTER-SYNC" COMMERCIAL—*The long-awaited "Inter-Sync" development from Ampex got its first commercial use in this Reynolds aluminum Christmas spot. Production of the commercial was done one scene at a time, as a film camera would shoot it. Then the various scenes were edited and put on alternate rolls "A" and "B". Fed back from two videotape machines, the rolls then were combined with opticals, titles and additional photography from a live camera for the final assembly, taped on a third machine. NTA Telestudios, New York, pioneered the new technique.*

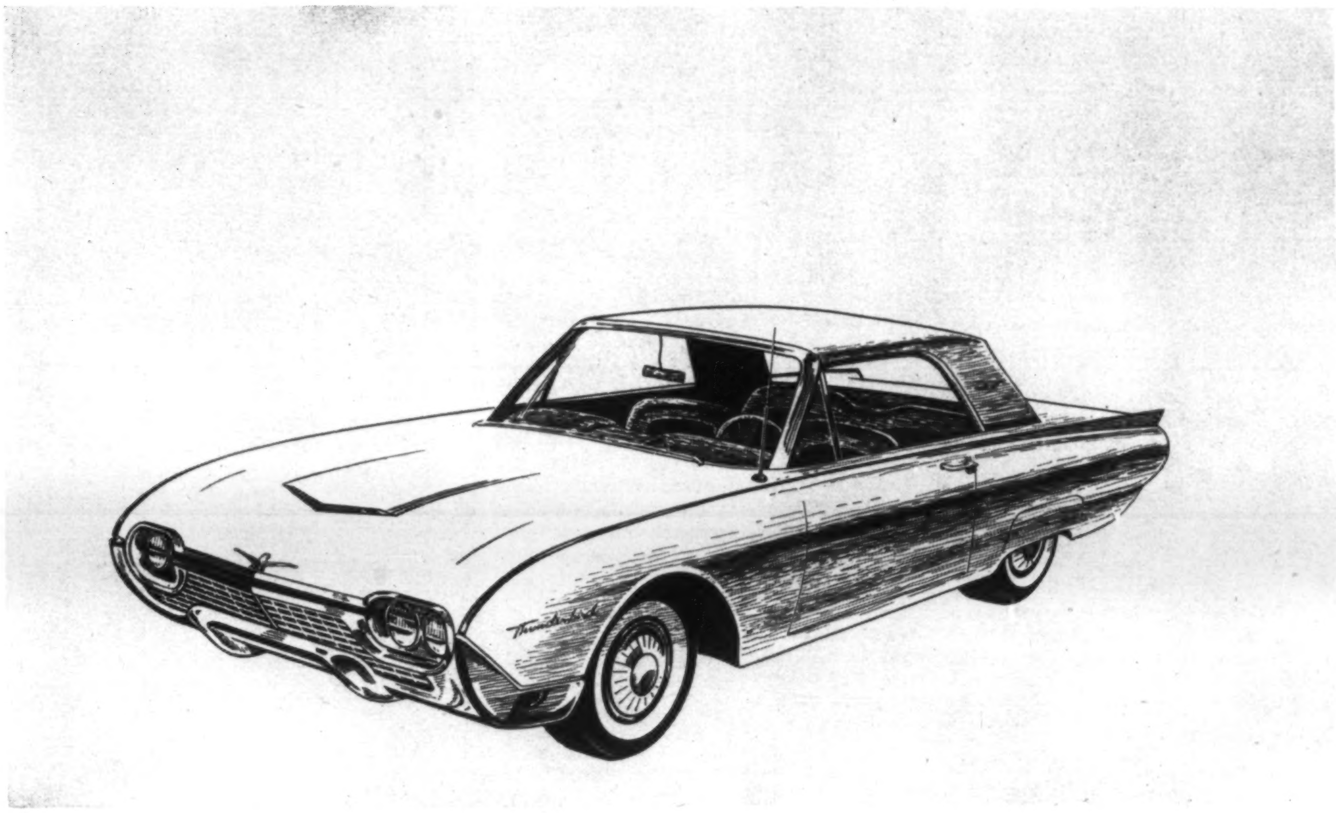
320 issues and 249,000 cars later

The first advertisement for the Ford Thunderbird ran as a color spread on August 16, 1954, in the first issue of a brand new weekly magazine called SPORTS ILLUSTRATED.

It was the first time the public had ever seen or heard of the Thunderbird, developed by the Ford Motor Company in response to America's heightened sophistication in car-styling. The car had not yet been shown anywhere, except behind closed doors at industry meetings. The ad listed no price or delivery date.

The Managing Editor of SPORTS ILLUSTRATED immediately bought one. The Advertising Director, a little less impulsive, wired a random list of about 100 of the nation's 6700 Ford dealers, asking them to reply what effect, if any, the advertisement had on showroom traffic, customer interest, and advance orders.

A sheaf of wires began to come back. Within 48 hours, there was unmistakable evidence that these 100 dealers alone had taken orders, in many cases with cash deposits, for more than a quarter of a million dollars worth of Thunderbirds.

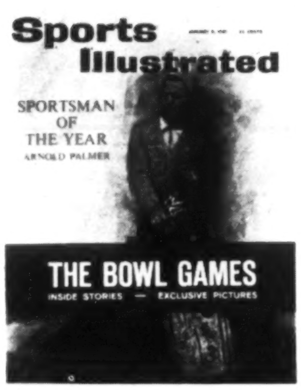


Since then, of course, the name Thunderbird has passed into the language. More than 249,000 cars have been sold.

Was this amazing success merely a one-in-a-hundred case of a perfect meeting between product and advertising medium? Hardly—for since then in addition to 37 pages of Thunderbird advertising over the years, SPORTS ILLUSTRATED now carries advertising from every division of Ford Motor Company except two (Comet and Mercury) every division of General Motors, every division of Chrysler Corporation, Rambler, Lark, and almost every foreign car that is advertised in the U.S. More than 700 firms now use SPORTS ILLUSTRATED's advertising pages, and many of them have success stories in their own ways equally dramatic as that of the Thunderbird.

Three of the most important growth forces in America have had their reflections combined in a single magazine: the vast growth of family incomes, particularly in the over-$10,000 brackets; the enormous growth of opportunities for all kinds of recreation; and the undreamed-of growth, in the past decade, of the suburbs, where sports and Thunderbirds thrive.

And thus in 1961, SPORTS ILLUSTRATED's circulation has more than doubled, since the issue which carried that eventful first Thunderbird ad; and since 1955 its advertising revenue has increased fivefold.


Sports Illustrated

SPORTSMAN OF THE YEAR

ARNOLD PALMER

THE BOWL GAMES

INSIDE STORIES — EXCLUSIVE PICTURES

circulation now 950,000 weekly

Sports Illustrated

down on flare and permit one extra generation of tape duping without loss of quality.

In their demonstration reel are at least three items which seem to bear out the claims: Tests for Campbell soups appear to increase appetite appeal in food shots, as seen side-by-side with older cameras. Tests for Toni with Miss America 1960 show improvements in rendition of hair texture. And commercials for Reynolds Wrap definitely cut down on foil flare.

Other studios are now working with prototypes of the new RCA camera which is claimed to have equal advantages. NBC, of course, and Telestudios are using the new RCA equipment.

Other New Equipment, Rumors

From Canada come reports of the new Marconi kinescope equipment, now installed at the Meridian Studios in Toronto. This is claimed to improve quality of film transfers from tape. However, similar progress already is evident with new film stocks and existing equipment as used in the U. S.

Generally, film transfers (kines) are of a quality considered satisfactory for spot market use. As indicated earlier, many national advertisers are now using these transfers with no problems.

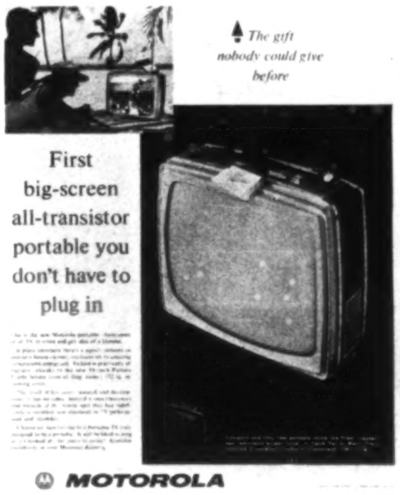
Reports of other new equipment continue to seep out of Camden and Redwood City as RCA and Ampex vie for dominance in the tape field. Both are at work on the "single-head" recorder. The Japanese (who make their own version of the Ampex machine) claim to have this simplification of the present "four-headed" recorder already solved. American engineers question this.

RCA is known to have General Sarnoff's promise of a home tape recorder well advanced on the project list. Ampex is reported tackling this project another way: A $10,000 tape recorder (as against the present $50,000 one) which would provide taping of lesser quality than the broadcast industry requires. This would be aimed at schools, industrial uses, etc. Agencies might use it for mock-up commercials.

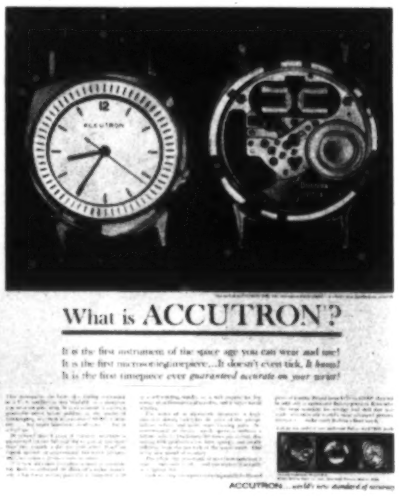
Hunchers in the business figure Ampex and RCA will have their prototypes of their "single-head" and low-budget recorders ready for announcement at the April NAB convention. Here Ampex announced its first tape recorder in 1956, RCA in 1959. So, then, what's for 1961? #

The Creative Man's Corner . . .

A Grabber vs. a Fluke



The gift nobody could give before
First big-screen all-transistor portable you don't have to plug in
MOTOROLA



What is ACCUTRON?
It is the first instrument of the space age you can wear and use!
It is the first microsonic timepiece...It doesn't even tick. It hums!
It is the first timepiece ever guaranteed accurate on your wrist!
ACCUTRON ... world's new standard of accuracy

We have many times maintained that a new product usually inclines a copywriter to do two things—look to the product for his principal interest-provoking factor and, in presenting the product, to do so on a strictly factual basis. And we think most new product ads bear us out.

However, here are two interesting variations of new product announcement messages. Each is about an exciting new development, yet notice how the Motorola ad with its specific statements grabs the interest while the Bulova ad (you even have to look to see that the product comes from Bulova) hides a much more revolutionary development in a mess of vague generalities—beginning with the name of the instrument, a claim about its being the first of its kind "in the space age" and being a "microsonic" timepiece. Of the two specific statements it *does* make, one ("It doesn't even tick. It *hums!*"), is disconcerting and the other ("It is the first timepiece ever *guaranteed accurate on your wrist!*"), not particularly exciting. Accuracy has been a claim made by most watches, even the cheap ones, for years. Also, one is led to ask if an accuracy of 99.9977% in the determination of time is essential outside of timing atoms?

A copywriter's job is to introduce a potential user to a product that is good to know. If he louses up the job, the hoped-for friendship between the two never materializes. In our opinion, the Motorola ad will start more friendships than the ad for Accutron. #

On the Merchandising Front . . .

Trials and Tribulations of Test Marketing

By E. B. Weiss

Recently I read a detailed report outlining a group of basic steps which, if followed when test marketing a new consumer package-goods product, would lessen most marketing hazards for a new package-goods item. In total, those steps struck me as logical procedures for market testing a new product with a fast turnover and a fast repeat market by a large company.

E. B. Weiss

And yet, even in this area, I found myself wondering about the authenticity of the test findings, particularly with respect to "cost of advertising and sales promotion." On this phase of the marketing procedure, the author stated: "With a decision made on anticipated sales volume, it is possible to set down the cost of the advertising and sales promotion needed to achieve that volume."

Now I have no doubt that a number of case histories could be produced that apparently prove not only that this can be done—but that it has been done. And these case histories unquestionably are very reassuring to all marketing men because the world of marketing perpetually seeks that which will assure success. This was why, many years ago, a couple of brothers created a furor in advertising with a mysterious check list of some 30-odd points which guaranteed successful advertising. This is why we have such a multiplicity of affluent market research services today—with the practitioners in each methodology supremely confident of the merits of his favored procedures and supremely disdainful of all others.

■ Unfortunately, we tend to forget that even the political pollsters have been right—on occasion. Yet, every unbiased student of political polling techniques has come away convinced that the march of events makes polls right—not the polling technique. Similarly, we simply do not know whether it is the market research technique that correctly charted the course of events subsequent to the introduction of a new product—or whether the course of events, *through sheer coincidence*, conspired to verify the research assumptions.

We do know that some research predictions or forecasts for new packaged products have been remarkably accurate. But we also know that some have fallen flat on their statistical noses. What is more, this has happened right within the same company, using very much the same market testing and market forecasting techniques.

■ I am under the impression, for example, that despite its splendid research procedures, Procter & Gamble has come a cropper more than once. It is my specific recollection that one of its liquid detergents was not exactly a howling success in its early stages; that if it had been introduced by a smaller company it probably would not have survived its initial marketing; and I recall a P&G dentifrice that fizzled.

When a new product is introduced by a large corporation with great distribution, which is a major supplier to most of its outlets, which has a huge sales force to back it up, which can make substantial advertising investments for a long-term payback, and whose family name is more than a minor assist for any new product—we simply do not know whether it is the new product that is really successful or the corporate giant that sponsors it. But we do know that, when under these circumstances, a carefully pre-tested new product fails—then something simply must be radically wrong with the testing and forecasting procedures.

■ Make no mistake about it—this happens. It happens with P&G. It happens with General Foods—example, the Gourmet food line introduced by General Foods with much fanfare through department stores, and which is now quite inert. It happened rather recently with several of the new cigarets that are no longer on the market.

And while this is not an example from the packaged-goods field, who can forget that most researched product of all modern marketing history—the Edsel? I still remember the lacing I got from the researcher principally responsible for the years of research that preceded that $300,000,000 flop, when I predicted in ADVERTISING AGE that Edsel would not sell 75,000 cars in its first year. (It didn't!)

Who can measure how the new product itself will stand up when it goes to market? As I remember it, the liquid detergent I referred to a few paragraphs back, turned out to be unkind to women's hands. Maybe this should have been evident in the initial testing; either it didn't become evident or somebody chose not to believe what the early product tests disclosed. Maybe, somebody told Ford that the grille of the Edsel would come to be the butt of sex jokes and that it would be called the "horse collar" grille. I simply know that an astounding number of poor, imperfect new products are put on the market each year.

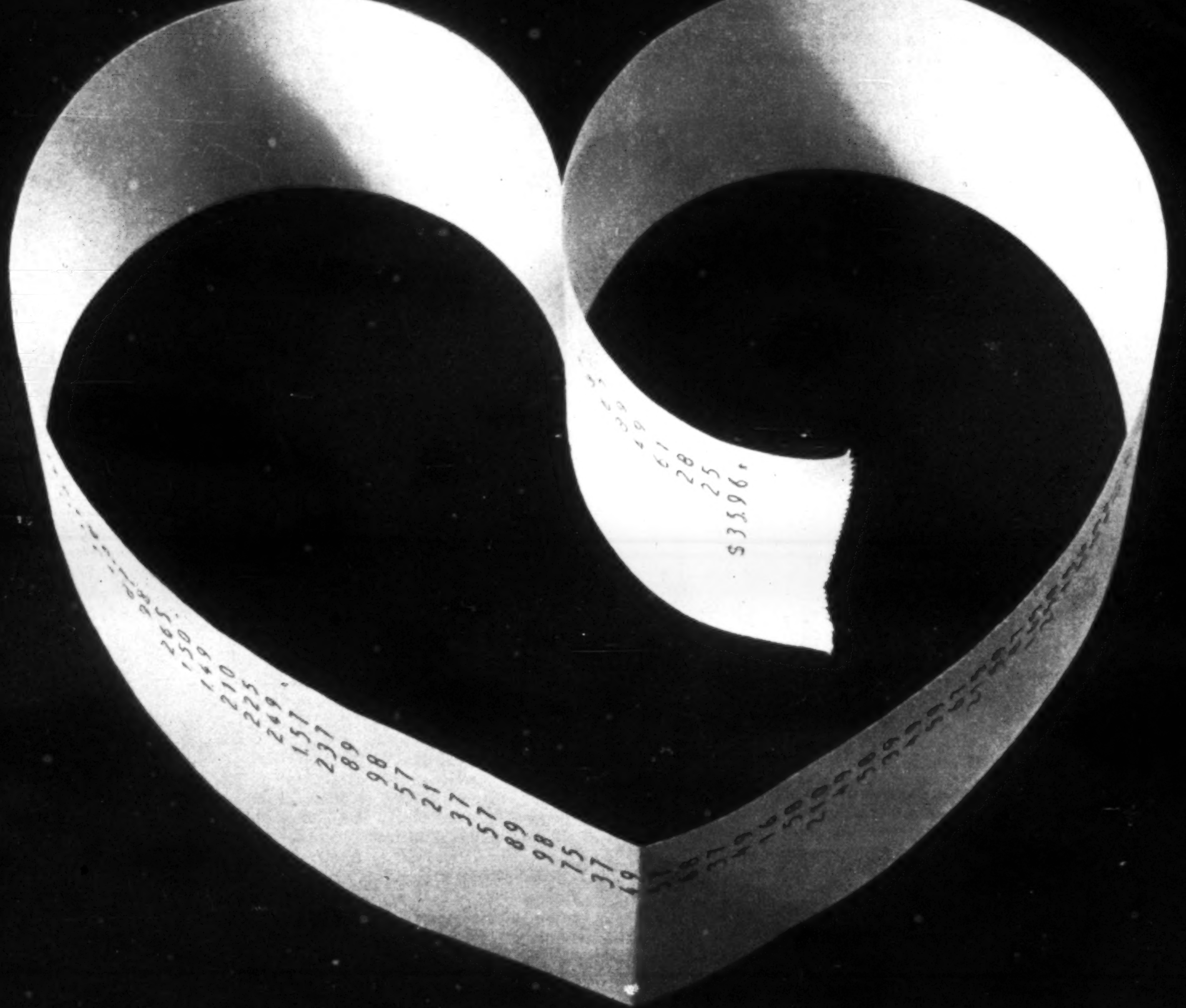
Who can forecast how competition will react when one member of an industry puts a new product on the market? After all, new products are not introduced in a competitive vacuum. Will competition move fast? Will it move strongly? Will its competing product be superior? Will its trade discounts be larger? Who can tell? And if the forecaster can't tell—how accurate can his forecasts be?

Who can even forecast the state of business when the new product hits the market? For 15 years I have been putting an annual pox on our economic forecasters because I insist that their art is totally unable to forecast the business future—not even the near-term future. Certainly we had a perfect illustration of the correctness of this position when we remember the unanimous forecasts by our economists of the "Soaring Sixties" made toward the close of 1959. Surely we have a perfect illustration in the remarkable inability of the steel producers, with their huge staffs of economists, to determine their 1960 market. If you can't forecast business conditions when a new item is introduced, how accurate can your forecasts be for the new item?

I accept the premise that market forecasting for new products turns in a *better* performance today than it did even a decade ago. But that really means little since 10 years ago market forecasting was in a kindergarten stage—although its practitioners of that decade would have

CHAPTER TWO* IN A CONTINUING SUCCESS STORY:

WOMEN LOVE THE PERSONAL APPROACH



During the first nine months of 1960, Daniel Starch & Staff rated nearly 6,600 ads in *Life* and *The Saturday Evening Post* on the basis of readership among women.

1 of every 3 of the 75 top-rated ads in Life...
1 of every 5 of the 75 top-rated ads in The Saturday Evening Post
were created by McCann-Erickson Advertising (U.S.A.).

***Moral:* Win attention, win interest, and you're well on your way to a woman's shopping list. Advertising based on the principles of The Personal Approach does all three.** McCANN-ERICKSON INCORPORATED

**An earlier advertisement reported on the first six months of 1960.*

vociferously denied that assertion.

I do not accept the premise that any system of market testing or market forecasting exists today that turns in a *much* better performance than might be expected from the application of the law of probability to any new-product venture. Like the weather man, who has about a 50% chance of being right when he simply predicts either rain or fair—the market forecaster has perhaps a 50% chance of being right, no matter how weak his methodology may be, when the new product is being introduced by a giant corporation with giant money and giant manpower and giant prestige to wet-nurse the new item.

Life is unpredictable. I am afraid this still applies also to the marketing life of most new products. #

of expenses it had not figured on.

As for the 3% profit before federal income taxes, this is best utilized in a three-way split between owners' additional compensation, profit sharing for all the boys and girls (excluding owners) and increasing the agency's working capital. Only on this last does the federal tax apply.

* * *

More on the Russians—My thanks and appreciation to Henry Mayers of Los Angeles for his endorsement of my "Don't Trust the Russians" piece (AA, Nov. 21). It is all very good to try to stir up advertising people to write their congressmen, as he suggests. Such is the inertia of our fat and deluded people, however, that this is unlikely to get anywhere.

There are in our business three recognized and responsible organizations from whom the warning against Russian deceit and trickery should come, and fast. These organizations are the American Assn. of Advertising Agencies, the Assn. of National Advertisers and the Advertising Council. Mr. Mayers has already indicted the "timid souls of the Four A's," and the other two in my opinion are equally negligent of their responsibilities.

▪ Just to bring things up to date, may I add to the quotations already offered from no less an authority than John A. McCone, chairman of the Atomic Energy Commission, who says in *U.S. News & World Report*, Dec. 19, 1960, that the Russians are quite probably cheating while atomic tests are supposed to be suspended by international agreement. This will assure their further progress toward atomic supremacy, while we trustfully hope for the best.

My thanks also to Arthur E. Roberts, Chicago, for his endorsement (AA, Dec. 12); and to L. J. Swain Advertising, Inc., Whittier, Cal.; David Jeffords, BBDO, San Francisco; and Harry Bauman of Anaheim, Cal., who wrote me directly.

The rest of the nation seems so far undisturbed by my small voice. God knows I hope their slumbers will not be too rudely interfered with. #

Agencies Ask Us . . .

How to Spend Agency Income and Realize Profits

By Kenneth Groesbeck
Advertising Agency Consultant

Several inquiries have come in recently about the recommendations I have made on agency budgeting. My friends seem to get mixed up between breaking down the theoretical 15% into its proper allocations, and the same breakdown expressed on a 100% basis. Some agencies, you see, think in terms of the one, some find it easier to use the other financial terminology.

Kenneth Groesbeck

One very experienced agency head wrote me the other day saying that he thought I had recommended 20% on gross income as a salary for an account executive doing only contact work. On half a million dollars billing, with a gross income of $75,000, didn't 20% of this, or $15,000, seem high for contact only?

▪ Indeed it did. Actually what I had recommended was 13⅓% of the gross, or $9,975 as salary for this function only. I pointed out, however, that if this individual did anything else for the agency in addition to his contact work, his salary would be increased by giving him all or a part of the percentages recommended as agency payments for other services. Then he asked me to publish these percentages again, in terms of both 15% as representing the gross income, with a parallel column giving the breakdown of 100%.

▪ So here they are. It's my so-called 5-2-3-2-3 formula, of course, now in use by so many agencies to regulate their expenditures. (217 of them, to be exact.)

Column 3 is an attempt to reconcile the the apparent discrepancies between the formula and the recommendations usually made by accountants, who like to see a straight 20-60-20 relationship between overhead (without salaries), total salaries and profit percentages. This is all a matter of nomenclature. The 5-2-3-2-3 formula puts indirect salaries into overhead and includes all *direct* salaries within the three divisions of Contact, Copy and Plans and New Business, where it seems to me they belong. You might call this a functional breakdown. It's the only way you can see what the agency is spending and for which functions.

Since the two divisions of Contact and Copy and Plans are made up entirely of direct salaries, we have here a direct guide on how much the agency can afford to pay for these two important functions.

▪ Thus a contact man only may be profitably paid a salary up to 2% of the 15%, or 13⅓% of the 100% if the agency gross income is expressed in this manner. Let this same man enterprisingly go and land some new billing for the agency, his salary can be increased by adding to it an amount equaling another 2% of the 15% the agency will gross on this new business.

See how an account executive's remuneration may go as high as 7/15ths—nearly half of the agency's gross income on the business concerned—if he is credited with getting the business (2%) contacting it with little or no help (2%) and doing all the planning and the copy (3%). Here we have a total of 7% out of the 15% grossed (or a corresponding proportion if the gross is higher, due to fees, for example) which the agency can afford to pay such an individual and still show a profit.

▪ On the 2% allocated to New Business, the agency can pay this flat for billing delivered, when and as it materalizes. (Not before, except in special situations.) But if other expenses are present, such as travel and entertainment, or indirect salaries chargeable only to this function, then all of these must be kept within this 2%.

In other words, you can't afford to pay a man 2/15ths of the gross income on business he brings in, and also pay for his entertainment of prospects or his travel getting to and from them. This borderland area causes a lot of trouble and needs to be clearly defined in advance, otherwise the agency finds itself holding the bag for a lot

Breakdown of Agency Gross Income

COLUMN 1 Allocations expressed as parts of 15% agency gross income	COLUMN 2 Allocations as parts of 100% gross		COLUMN 3 What accountants generally recommend
5% for Overhead	33⅓%		20% without salaries our formula carries in overhead
2% for Contact	13⅓%	total 46⅔% for these 3 functions	
3% for Copy and Plans	20 %		60% including salaries
2% for New Business	13⅓%		20% we carry in overhead
3% for Profit*	20 %		
15%	100%		100%

*Before Federal Income Tax

What's Doing on the Legal Front . . .

New Life for Fair Trade?

By Sidney A. Diamond
Member of the New York Bar

The highest court of Virginia has upheld that state's recently revised Fair Trade Act in a decision that may give a new lease on life to the whole fair trade idea.

Some background information will be helpful in understanding exactly what the Virginia case decided and why it is potentially so significant. The use of fair trade contracts as a method of maintaining resale prices has diminished considerably during the past few years. One important reason for this is the invalidation of a number of fair trade laws by state courts on constitutional grounds.

Sidney A. Diamond

The successful legal attacks generally focused on the controversial "non-signer clause" in the fair trade statutes. This is the section that makes fair trade prices effective throughout an entire state if just one contract is signed with the manufacturer by a single retailer. All other retailers, even though they are non-signers, are required to abide by the fair trade minimum prices if they have knowledge that such a contract is in effect. The usual technique has been for the manufacturer to send notices by registered mail to as many retail dealers as he can manage to reach.

▪ The constitutional difficulty is that the non-signer owns the merchandise that he bought, and the manufacturer is interfering with his freedom to dispose of it at whatever price he sees fit to charge. It is one thing to impose restrictions on someone who agrees to them, but it has been argued that imposing resale price restrictions on a non-signer amounts to depriving him of his property without due process of law. This is a simplified statement of the legal basis on which the non-signer clauses of several state fair trade laws were declared inoperative by their courts.

In Virginia, the entire Fair Trade Act was thrown out by the supreme court of appeals in 1956 on a technicality that did not have any direct relation to the problem of the non-signer clause. When the Virginia legislature went to work on a new bill, however, they were conscious of the difficulties experienced elsewhere with non-signer clauses, and came up with an ingenious bit of draftsmanship that was intended to avoid the problem.

▪ The key to the new Virginia law is in its definition of the word "contract." This clause provides: " 'Contract' means any agreement, written or verbal, or actual notice imparted by mail or attached to the commodity or containers thereof." It then goes further by stating: "Acceptance for resale with actual notice shall be deemed to be assent to the terms of the 'contract'."

The retailer who, in another state, would be a non-signer with notice is converted by this definition into a party to a fair trade contract. Nothing has been changed except the statutory meaning of the word "contract," but there is no longer any need for a non-signer clause at all. The revised Virginia Fair Trade Act, passed in 1958, simply provides that a commodity is not to be sold at less than the price stipulated in any "contract."

▪ The Standard Drug Co. decided to test the validity of this new statute and brought an action against the General Electric Co. for a declaration that the law is unconstitutional. The product involved happens to be flash bulbs. It is this test case which the Virginia supreme court of appeals recently decided in favor of General Electric; that is, the court concluded that the new Fair Trade Act is valid and enforceable.

The most serious legal question in the case is whether the Virginia statute qualifies under the federal ruling enabling legislation that is necessary in order to permit any state fair trade law to operate. It may be recalled that the U. S. Supreme Court temporarily made all state non-signer clauses inoperative in 1950 by its decision in the Schwegmann Brothers case. The basis for that decision was an interpretation of the expression "contracts or agreements" in a federal statute known as the Miller-Tydings Act. The Supreme Court held that these words could not be stretched to cover enforcement of fair trade price restrictions against non-signers.

Two years later, Congress passed the

What makes a newspaper great?

Prominent among Upper Midwesterners who did *not* eat their hats on the morning of last November 9 is Sidney S. Goldish, director of the Minneapolis Tribune's Minnesota Poll of Public Opinion. Goldish's experiment in fedora nibbling is for publicity only (he pronounced the taste 99.7% awful).

In matter of fact, Goldish, Minnesota Poll Editor Robert Coursen & Staff, accurately forecast Kennedy's narrow squeak-to-victory in Minnesota within a whisker-close two-tenths of one percent. The poll also nailed the Andersen-Freeman gubernatorial race correctly within three-tenths of a percent, a double victory in the art of people-probing that brought personal congratulations to Goldish from the granddaddy of all pollsters ("... the job you did on all the races was not only wonderful, it was fabulous!" – George Gallup).

Since 1944 the Minnesota Poll has conducted 201 statewide surveys, sampling opinions of more than 175,000 Minnesotans with an accuracy record that has made it one of America's most respected regional polls.

The endlessly-fascinating subject of *what people think* keeps 65 trained interviewers hopping and popping questions while Director Goldish and his staff labor long and late tabulating answers and polishing and pretesting new queries.

The Minneapolis Tribune and the Minneapolis Star think that knowing what people think is a vital function of good newspapers – the best way to keep pace with opinions, tastes and concerns of readers in these changing times. Such extra efforts have earned for these newspapers the largest audience of regular readers in the 3⅓ state Upper Midwest.

MINNEAPOLIS
STAR
EVENING

Minneapolis
Tribune
MORNING & SUNDAY

525,000 COMBINED DAILY • **655,000 SUNDAY**

JOHN COWLES, *President*

Copyright, 1961, Minneapolis Star and Tribune Co.

McGuire Act, a new federal enabling statute that specifically sanctions non-signer clauses in state fair trade laws. The McGuire Act follows the basic structure of the usual state law; it starts off (like the Miller-Tydings Act) by validating "contracts or agreements" that prescribe minimum resale prices and then goes on to allow enforcement of state laws against non-signers who have notice of the prices fixed in such "contracts or agreements."

Standard Drug Co. argued unsuccessfully in the Virginia supreme court of appeals that the new Virginia Fair Trade Act does not conform to the requirements of the McGuire Act, because the law simply turns notice by the manufacturer into a "contract" by defining it that way, even in the absence of any actual agreement by the retailer. The Virginia judges were unimpressed; to them, the arrangement was voluntary because the retailer was free not to buy the merchandise if he did not wish to be bound by the price restrictions.

■ The issue really is what the expression "contracts or agreements" means in the McGuire Act. The U. S. Supreme Court has not yet passed on this phrase, but the same words appear in the Miller-Tydings Act and the Supreme Court had quite a lot to say about them in the Schwegmann Brothers case. "The words used connote a voluntary scheme," the opinion states. "Contracts or agreements convey the idea of a cooperative arrangement, not a program whereby recalcitrants are dragged in by the heels and compelled to submit to price fixing." This was said in reference to non-signers, but the situation of the Virginia retailer who buys merchandise "voluntarily" after notice of a price restriction seems to be the same as that of a non-signer in a state with a more conventional fair trade law.

Virginia presumably can rewrite the definition of the word "contract" freely for internal purposes so long as it does not violate its own state constitution, but the question here is whether Virginia's new definition also satisfies the requirements of the federal McGuire Act. As this column is written, it has not yet been announced whether Standard Drug will attempt to carry its case to the U. S. Supreme Court.

■ If the Virginia approach to the non-signer problem stands up, there may very well be attempts to rewrite along similar lines the definitions in the fair trade laws of those states where the non-signer clauses were struck down as violations of constitutional rights. The idea of price-fixing by a simple notice from the manufacturer also is the heart of the so-called "Quality Stabilization" bill that was introduced in the last Congress as a proposal for a new federal statute that would make fair trade laws unnecessary in the individual states.

Whether or not you agree with the federal judge who once described fair trade as "an attractive misnomer" for enforcing price-fixing on unwilling merchants, these developments are worthy of attention because of their potential influence on marketing methods. =

The Peeled Eye Department . . .

Here's the Month's Most Traumatic Event

By Dick Neff

Life Can Be Beautiful Dept.

Here's an item that more properly belongs in *The New Yorker*, under the heading "Most Fascinating News Story of the Week" or "Social Notes from All Over."

Dick Neff

It's from a New York newspaper boasting "more than 21,000 readers," and it reads, in its entirety, as follows:

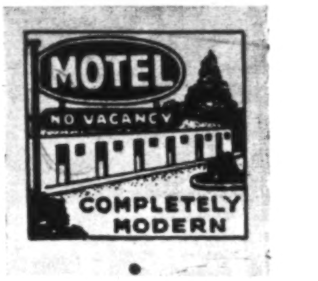
"Mrs. L. T. P. is a lucky woman. While watering her lawn Saturday, her cesspool caved in and she fell in it."

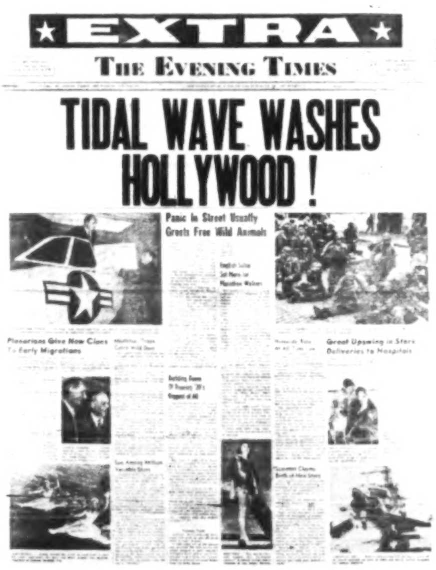
This profoundly moving philosophy of life was sent to us by George O'Donnell of the George O'Donnell Agency, Beacon, N.Y.

To repay him for his courtesy in sending it to us, we shall send his clipping to *The New Yorker* recommending that they print it, too, and won't charge him a cent for our services. Sometimes we just can't stand ourselves, we're so big and generous.

We also feel it only fair to give Mr. O'Donnell a plug for a clever form he used for this item—and presumably sells—which makes replying to correspondence almost as easy as eating penuchi.

The left half of the form is headed "Message" and the right half is labeled "Reply." Under it is a sheet of carbon paper and a duplicate of the form. You jot down your reply, throw away the carbon paper, send him the original and keep the carbon. We like his slogan, too: "Ideas are not expensive—if you pay enough for them."





★ EXTRA ★

THE EVENING TIMES

TIDAL WAVE WASHES HOLLYWOOD!

Panic In Street Usually Greets Free Wild Animals

Planarians Give New Clues To Early Migrations

Great Upswing in Stork Deliveries to Hospitals

No Room at the Inn

As long as we're printing items from newspapers, we might as well print one from a newspaper man—Bill Freeman of the *New York Times*.

"Maggie and I stopped at a motel in Jamestown on our trip to (and from) Cleveland," he writes. "Regardez les allumettes: No vacancy, it says very plainly."

Ad-ecdote Dept.

"Generally, I have found salesmen . . . slightly humorless (bless them) . . . " writes Andrew T. Halmay, vp and creative director of the Sackel Jackson Co. Inc., Boston. "However . . . they are not all . . . I'd thought them to be. (Recently) I requested bids for . . . video tape commercials for Lestoil . . . I sent short notes to all the 'losers,' advising them of my decision. The next day, a letter arrived from Jerry Salzer, salesman for NTA Telestudios, usually a very serious-minded young man. When I opened the letter, I found, instead of a note, the enclosed 'simulated' tear sheet."

Ah, There's Good Nudes Tonight!

Just to show you we're right on top of big city news as well as small town news, here's one from Jim Loges, director of Amerock Corp., Rockford, Ill.

Seems a young lady wandered through the streets of Miami naked as a jaybird. Says Jim, who read about her in the *Chicago Tribune*: "When she was finally taken into custody it was by Detective Sergeant Ogle. Do you think an imaginative police dispatcher was responsible for this assignment?"

So What's Your Hurry?

All those Arpege commercials on tv remind us of a slight rewrite of their famous slogan that Judy Starr of JWT told us about some time back.

It was on a 24-sheet poster. "Promise her anything but take her to the Living Room, New York's most intimate night club," the line read.

The intriguing part of this advertisement, she said, is that it appeared on, of all roads, The Quick Way, which connects with the New York turnpike near Monticello. =

Employe Communications . . .

The Employe Publication at Work

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Employes of Armco Steel Corp. recently opened the year-end issue of their company paper, "Arm-co-operator," and found a picture of an elephant on the inside front cover. At a time when editorials were being devoted to a visit from St. Nicholas and season's greetings from the executive floor, this probably came as something of a jolt.

It was undoubtedly intended by C. E. McIntire, veteran editor of the Armco publications, to be precisely that. He seized the year-end opportunity to remind his readers that the function of an employe publication should be understood by all, and that it experiences certain limitations. Significantly, the picture of the elephant was titled "Interesting . . . but no story."

■ The text read in part: "Many months ago, a man roaming the wilds of South Africa with a camera, came upon this wild elephant amid its natural surroundings. It was a sure-enough, foot-loose, non-circus, unsuspecting, real wild elephant. The man snapped the picture and sent it on to us. We appreciated very much receiving this hard-to-get print. But frankly, we've never used it in the magazine until now because there was no story. There were no Armco people involved; there was nothing to relate that elephant to the world of Armco.

"That's our beat," editorialist McIntire went on to explain. "We use these pages each month to tell, in words and pictures, the things that happen to Armco and Armco people. If there's no connection between the picture and Armco people, sales, safety, profit, etc., there's no story. Our pictures are used not to entertain, but to inform.

"So now you know the job of the 'Arm-co-operator' staff, whose names you'll find below. They put interesting pictures and words together that relate important events in the lives of all of us here in Armco. We may not put in photos of wild African elephants . . . but we do track down stories that add to your understanding of what's going on in your company and your industry."

■ Frequently, when a company decides to embark upon an employe publication project, the supervisor of the undertaking lets himself be carried away by his zeal to inform on a broad cultural base. He becomes prey for the suggestion that drama reviews and book reviews would raise the journalistic tone of the new publication. He experiences a yearning for the *outside* by-line feature, to give the new project a more substantial literary appearance. He may deliberately search out the *non-company* feature, to avoid the charge that there is "too much company" in the publication. Unconsciously he puts himself in direct competition with the general press, and he's apt to wind up a sorry boy because he just doesn't belong there.

The justification for the company journal is that it deals with the company; this is its basic and its fortunate limitation. The job of the editor is to make that publication as interesting and informative and constructive as he possibly can, within the framework of the company's operations. If the editor can't do that, it is conceivable that the company has hired the wrong editor. =

What They Were Saying 25 Years Ago . . .

News story, "Hitler Is Only User of Radio in Germany Now—Advertising Men Here to See How Yanks Do It" (AA, April 6, 1936):

Within the past six months, commercial radio broadcasting has ceased entirely, Herr Kupferberg said. Stations are owned by the government, and all time is devoted to political broadcasts.

Tom Wallace, editor of the Louisville Times, speaking at a meeting of the Chicago Federated Advertising Club (AA, Jan. 20, 1936):

"The successful publisher must be an advertiser of skill and ability. The same qualities which make good advertising make good newspapers—individuality and dramatization of the unique and unusual."

SITE OF
LAUNCHING
OF
WORLD'S
FIRST
LIQUID
PROPELLANT
ROCKET
BY DR.
ROBERT H
GODDARD
16
MARCH
1926

Site and launching of first liquid fuel rocket.

THIS IS WORCESTER .....

the 2nd largest market in Massachusetts and the birthplace of the I.C.B.M.

Robert H. Goddard, professor of physics at Worcester's Clark University, launched the world's first liquid fuel rocket in March 1926, only a mile or two from his basement physics laboratory. Three years later Professor Goddard, with a machinist, a volunteer graduate student, and Mrs. Goddard as his only assistants, successfully fired and recovered the first rocket to carry instruments.

Today Dr. Goddard is hailed by scientists the world over as the man who ushered in the space age. And his design concepts for multi-stage rockets, gyro steering, rocket fuels and pumps will continue to be incorporated in missiles of the future. Little wonder that NASA's new multi-million dollar complex of space research and administration buildings, under construction in Greenbelt, Md., has been named the Goddard Space Flight Center, in memory of Worcester's famed scientist.

This kind of leadership is strongly reflected in Metropolitan Worcester County's position as one of the nation's "Top 50" Markets — 43rd in spendable income, 48th in population, an important BILLION DOLLAR County.*

Source: Sales Management — 1960

Worcester stands for big business, yours included

CIRCULATION: DAILY 155,015 — SUNDAY 103,332

The Moloney,
Regan & Schmitt
representative
knows Worcester.

WORCESTER TELEGRAM

The Evening Gazette

Owners of Radio Stations
WTAG and WTAG-FM

SUNDAY TELEGRAM

WORCESTER, MASSACHUSETTS

Bymart-Tintair Buys TV

Bymart-Tintair, New York, has bought minute participations in ABC-TV daytime shows, starting Jan. 16. This will be backed with more than 500 tv announcements on stations in New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit in a 13-week spot schedule. Ads on the network will offer a "hue-it-yourself" sample kit to viewers who write in. A co-op newspaper campaign also is planned. Kastor, Hilton, Chesley, Clifford & Atherton is the agency.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
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Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

Harrison Shifts to Glenbrook

Robert L. Harrison, formerly media buyer for Thompson-Koch, has been appointed assistant to Stanley I. Clark, exec vp of the Glenbrook Laboratories division of Sterling Drug. Thompson-Koch is Sterling's house agency.

Coke Export Names Marlatt

Clyde D. Marlatt Jr. has been appointed assistant advertising manager of Coca-Cola Export Corp., New York. Mr. Marlatt joined the company in 1959.

Int'l Telemeter Cuts Home Unit Cost, May Expand Pay TV Test

NEW YORK, Jan. 10—International Telemeter Co. is keeping the results of its pay tv test in the Toronto suburb of Etobicoke under wraps, but Louis A. Novins, Telemeter's president, did say that the company is considering adding more home units to the system's present 6,000.

The Paramount Pictures division also has developed and will soon begin production of a new model home unit which will cost at least 25% to 30% less than the current model, Mr. Novins said. Unit charges and installation for the present unit run about $100 per home. Expenditure for the Etobicoke studio was $300,000. Cost of amplifiers and other components also have been declining, the Telemeter president added.

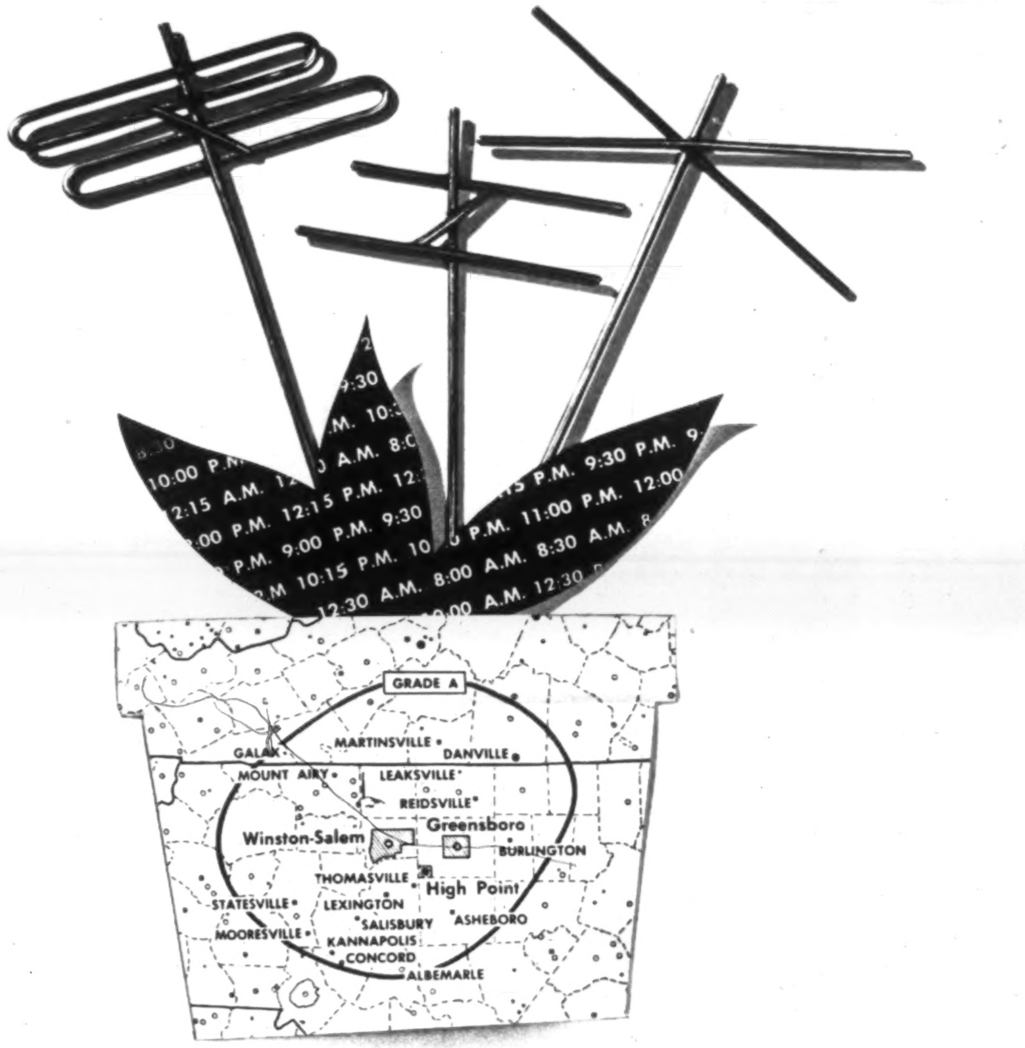
HONOR—*Stan Freberg (with cup on head) was honored with the first annual "man of the year" award by the Publicity Club of Los Angeles. Helping the satirist and agency consultant gag it up are Donald E. Hoyt (left) and William Thompson.*

When questioned as to when the company expects to be operating out of the red, Mr. Novins said: "The break-even point is not important in our minds. We are interested in what type of shows people are buying on a regular basis.

■ "If it costs us $10,000 or $12,000 to televise a hockey game from New York, we know we will lose money," he said. He pointed out that even if all of the 6,000 Telemeter homes watched the game at $2 per home, the company would not make money. "What we want to find out is what per cent of the people will consistently buy a hockey game," he added.

Primarily, movies and hockey games have been shown on the system thus far, but starting Jan. 5, Telemeter presented comedian Bob Newhart in a three-night engagement. His first night performance represented the first "live" show from the Telemeter studio. Friday and Saturday's presentation were taped repeats of the first night's show. "Admission" is $1.25 per household.

The system's biggest attraction to date was the movie, "The 10 Commandments," which was viewed by 50% of the pay tv homes during its one-week run last fall. Some other movies were watched by over 40% of the homes. Hockey games, blacked out on free tv, attract about 20% of the subscribers, Mr. Novins said. Telemeter will add other new types of shows to its programming in the near future, he added. #



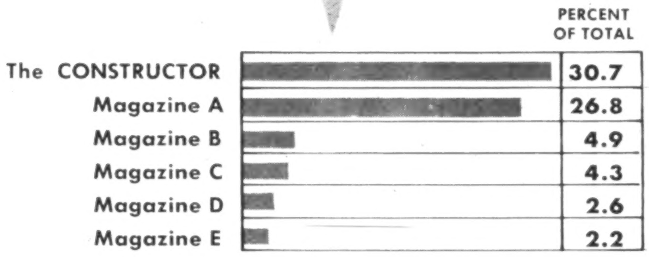
Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of a bigger retail sales market than any other station

WSJS television
Winston-Salem / Greensboro
NBC
CHANNEL 12
MST

PETERS, GRIFFIN, WOODWARD—REPS.

MANAGEMENT READERSHIP SURVEY SHOWS...

The CONSTRUCTOR is the most valuable magazine to general contractors in the conduct of their business!



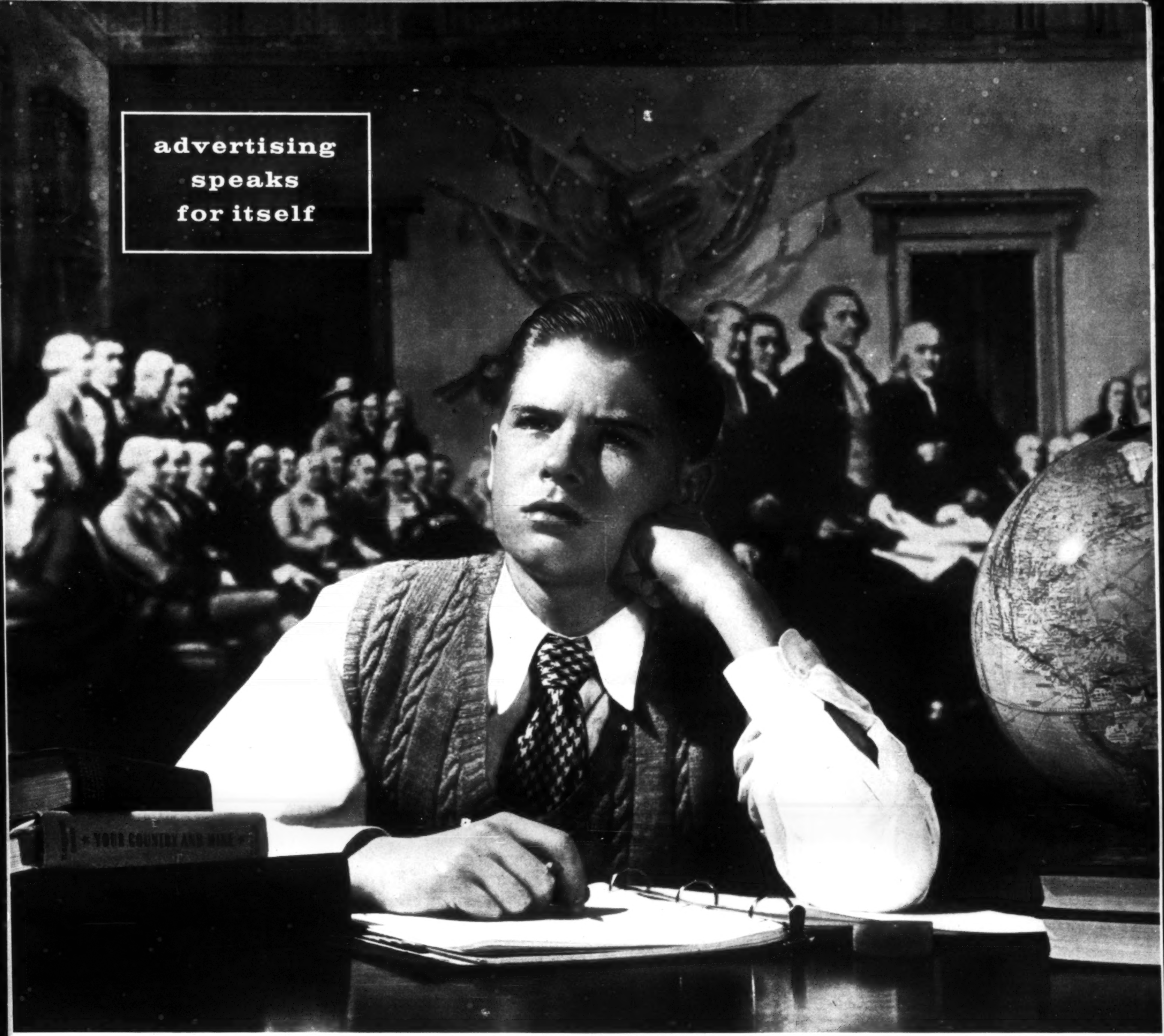
The survey was conducted among the members of The Associated General Contractors of America—who annually perform the great majority of the nation's contract construction.

For a complete listing of magazines (actually named) mentioned as "most valuable" and other important survey results, send for your *free* copy of the new 16-page booklet, "Management Readership Survey."

The CONSTRUCTOR

OFFICIAL PUBLICATION OF
THE ASSOCIATED GENERAL
CONTRACTORS OF AMERICA

20TH AND E STREETS, N.W.
WASHINGTON 6, D. C.
EXECUTIVE 3-2040



or—Pravda could teach him... Let's face it. If we don't teach them, someone else will; and the facts may come out distorted. > The Advertising Federation of America works to see that the youth of America get expert and up-to-date instruction on the American economy. They recognize that some day soon this economy will be run by today's youngsters. > AFA's Bureau of Education and Research, as well as the American Academy of Advertising and AFA and Advertising Association of the West's network of 180 advertising clubs throughout the nation all participate in this work. > They develop instruction techniques, upgrade marketing curricula, offer vocational guidance to thousands of high school and college students and instructors. And—*have you heard about their career-guidance program?* You should. Lend your leadership to this work of educating the businessmen of 1964. Invest in a membership in AFA-AAW. Write—now!

PREPARED BY:
THE ADVERTISING FEDERATION OF AMERICA
655 MADISON AVENUE NEW YORK 21, NEW YORK
FOR THE AFA AND
THE ADVERTISING ASSOCIATION OF THE WEST
FERRY BUILDING SAN FRANCISCO 11, CALIFORNIA

The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its medium.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Creativity Is the Sell in Hanes, Connecticut General Ad, Readers Say

To the Editor: Wotinell's wrong with Woolf? (AA, Jan. 2).

1. Obviously he isn't an employer who has experienced the scattering of employes to new positions—just like marbles dumped from a pitcher.

2. And, apparently he wouldn't even think of sneaking a ~~glance at~~ a well-turned calf—like a sly old dog. Maybe he thinks, poor soul, that all calves have four legs.

How would Woolf have illustrated the Connecticut General ad? With a heavy-handed employer holding an employe half-submerged in a bowl of steaming soup, no doubt.

Or the stocking ad? With cheesecake—or, maybe, a glamor shot of gossamer stockings (I'll bet he calls them "hose") hanging, wet and limp, over a bath towel rack?

In my opinion, Woolf is oversold on the "immediacy" of all advertising. Some day he might realize that all advertising is not at home in the "beans and bread" school. Often the long-range effect is more to be desired . . . And I remembered the Connecticut General ad when I first glanced at Page 49 of AA. Is that bad? This is recall over quite a period, isn't it? As for the Hanes ad: something (maybe a kinship with the sly old dog) prompted me to ask for Hanes the last time I bought stockings for my wife's classic calves.

In broad, general terms, it seems to me that these ads which Woolf (correctly, too) contrasts with a bowl of soup (he doesn't even say "hot"!) demonstrate high degrees of two elements necessary in good space advertising—effective stoppers with long-lasting impact.

Personally, I think Woolf could profit by consulting long and hard with the talented creative people who came up with these two advertisements.

Robert K. Maynard,
Manager of Advertising, Lawyers Title Insurance Corp., Richmond, Va.

To the Editor: Apropos of Mr. Woolf's article . . . I heartily agree there is no place for irrelevant advertising. However, I question Mr. Woolf's criteria for relevancy and am appalled by his apparent rejection of creativity.

Take the Hanes Stockings ad showing the "hound dog" looking, obviously, at a pair of said product put to good use. Every woman desires to catch every *man's* eye . . . regardless of whether or not she is interested in anything more from him. What a wonderful man-bites-dog take-off this is. Hanes attracts a *dog's* eye—let alone a man's. What an irresistible idea! A woman, I'm sure, would understand.

As for the other ad—I quite agree that the bowl of marbles is irrelevant . . . but the idea is not. I wonder what Mr. Woolf would think of an illustration for this same ad ("How Connecticut General Can Help You Hold Your Valued Employes") showing a clenched fist holding several nameplates of the type used on executives' doors or desks. This, I feel, is "relevant" visualization of the same idea. Somehow I feel he might still not approve. Perhaps it is this thinking that is responsible for the stifling of creativity mentioned elsewhere in the issue.

Let me give you a f'rinstance. I am currently in the market for an electric typewriter so that my words of wisdom can be reproduced faster, neater and with more distinction. As many other "bosses" have done, I have asked my secretary to make the selection. In light of this, an ad, say, with an illustration showing a boss "knighting" his secretary for selecting a superior machine would attract my (and my secretary's) eye and hold my interest far more easily than all the blaring, boring, boasting ads based on Mr. Woolf's "sound principles."

Mr. Woolf, I believe, turns his back to the reality that so much of today's advertising is dull, dreary, and "sound" that consumers are attracted *only* by striking, imaginative, creative approaches.

In short, Mr. Woolf, you are a fuddy-duddy—and times are changing.

Jack I. Moss,
Creative Consultant, New York.

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Tie of Violence to Buddha on TV Offends Followers

To the Editor: A word of caution to tv advertising personnel and to their sponsors who wish to create a good impression—and a healthy market—in Hawaii:

- Do not use the statue of Buddha as background to scenes of intrigue, violence or lovemaking.
- Do not portray Buddhists or Buddhist priests as members of a secret international organization engaged in espionage, criminal or political activities.

To thousands of Buddhists living in our 50th state and to the 165,000 Buddhists in North America, such scenes are extremely offensive. No doubt many who recently watched such episodes in "Hong Kong," "Not for Hire" and "Armstrong Circle Theater" felt indignant at the implied association between their religion and criminal elements.

These people attend regular religious services in Buddhist churches having ordained priests. They respect the statue of Buddha as a symbol of the perfect wisdom and compassion that is their heritage.

The Buddhist religion is over 2,500 years old. Throughout these years, Buddhist missionaries have a very fine record of bringing culture, refinement, art and learning to different countries they contacted. Buddhists have never fought a religious war, and they abhor violence, murder, crime and intrigue.

In 1953 Russia lost Southeast Asia—in spite of large "technical assistance" programs—by distributing millions of pamphlets entitled "Friends of Buddha" which contained photographs of armed Russian soldiers standing on a Buddhist statue. The people drew their own conclusions.

In our more peaceful mission, let us not duplicate the Russian blunder!

Richard N. Phillips,
South Bend, Ind.

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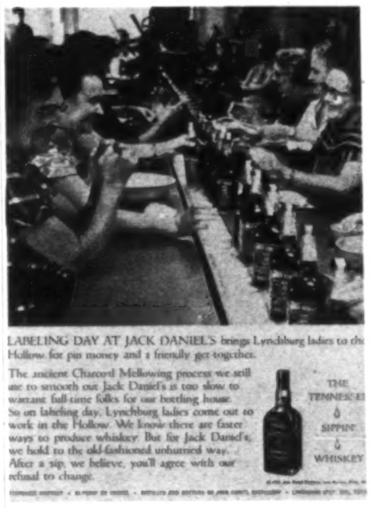
If This Is True, a Coffee Break Is Strictly a Must

To the Editor: I thought you might like to get a look at "Labeling Day at Jack Daniel's."

It looks to me as though the Lynchburg ladies in the Hollow are not only earning pin money but tying on a small one on a Friday afternoon.

Good to know that Lem Motlow, Prop., has a few fringe benefits to take the curse off labeling drudgery.


LABELING DAY AT JACK DANIEL'S brings Lynchburg ladies to the Hollow for pin money and a friendly get-together.

The ancient Charcoal Mellowing process we still use to smooth out Jack Daniel's is too slow to warrant full-time folks for our bottling house. So on labeling day, Lynchburg ladies come out to work in the Hollow. We know there are faster ways to produce whiskey. But for Jack Daniel's, we hold to the old-fashioned unhurried way. After a sip, we believe, you'll agree with our refusal to change.

Happy employes choose Jack Daniel's two to one.

Robert L. Allcott,
Advertising & Public Relations Inc., Rutland, Vt.

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More Animadversions on Licensing of Ad Practitioners

To the Editor: The utterances of a Sydney R. Nemarow, as noted in the Dec. 26 issue of ADVERTISING AGE, alerts us to the fact that within the advertising profession there are those who have an unhealthy compulsion to instigate excessive regulatory measures on the individual and society.

In this case [it is] a "minimum mind" law to determine those qualified to engage in the practice of advertising. The development of creativity, integrity and common sense will no doubt correspond to the number of letters after one's name. (Perhaps we should license musicians, writers, inventors and artists.) Has the lure and the power of education been at such a low ebb that the profession's newest problem is to dictatorially attempt to improve its own intellect?

We are all aware that there are flagrant cases abusing the privileges of our free society. This does not mean we must ferment new atrocities to offset the old. The great security and guidance complex that is running rampant in the country today thrives on mediocrity and on those who are afraid to accept the challenge and responsibility of a competitive enterprise. The publicity given to this school of thought has become quite distasteful to me, and I, for one, wish to say that I don't need the federal government, a state government, a local government, a duly constituted board, or any other stifling or restrictive group to acquire the respect of our clients

—WHAT DO YOU WANT TO KNOW?

FULL INFORMATION ON ANY ADVERTISEMENT(S)
appearing in any
DAILY NEWSPAPER

Our business is to read the daily papers—for you.

Ours is a unique service, the only one of its kind in the world. No job too small or too large for us to handle with accuracy and promptness.

Merchandisers have been using ACB Research Services for 40 years. More than 1100 firms used one or more of the 14 services last year. Costs start at $20 a month. A typical ACB Service is briefly described below.

* * *

UNDUPLICATED ADVERTISING SERVICE

You tell ACB what product or field you are interested in. Then ACB sends you the advertisements that have news value for you. You learn such things as: . . . when a new advertiser starts . . . new uses . . . new copy appeals . . . new substitutes being offered to replace your products . . . test campaigns by competitors . . . new selling approaches such as premiums and deals. This ACB Research Service is called "unduplicated" because you get the same advertisement but once no matter in how many places it appears.

Like all ACB service you can cover all 1,393 U. S. cities in which daily newspapers are published, or, restrict coverage as much as you wish. Service can be continuous or periodic as desired.

ACB WANTS YOU TO HAVE ITS *BIG* CATALOG

Last year, ACB spent a lot of time in the preparation of a book (or catalog) telling about the different ACB services. It's now ready to send you. We ordered enough so everybody who wants one can have one. So when your boss or your "associate" sees your copy and wonders if he could get one, the answer is yes.

The big ACB Catalog has a lot of information you'll want and can use regardless of whether you ever order an ACB Service or not. Contains many, many case histories of how others have made ACB Services contribute to business success. Rates are quoted on many services.

In this big ACB Catalog is a directory of every U. S. daily newspaper published; and valuable tables reprinted from the U. S. Census of Retail Trade.

ACB
The
ADVERTISING
CHECKING BUREAU
INC.

ACB SERVICE OFFICES

353 Park Ave. South • New York 10
18 S. Michigan Avenue • Chicago 3
20 South Third Street • Columbus 15
161 Jefferson Avenue • Memphis 3
51 First Street • San Francisco 5

and the market we reach. We have attained this respect not because of regulatory bodies but because of the application of talent, intelligence and conscience.

Perhaps one that is surrounded by baby chicks, toilet tank balls and industrial gas all day long does need a reevaluation of self and the profession. Back to the farm, Mr. Nemarow.

Arthur R. Ehrhardt,
Executive Vice-President, Bogorad & Ehrhardt, Miami.

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To the Editor: Before we go too far with Mr. Nemarow's plan to license agencies it might be well to decide just what an advertising agency is and what it is supposed to be doing.

His plan suggests a college degree. For whom? Presidents, partners, or everybody who ever picks up a pencil in the shop?

He suggests tests for competence. Who takes the tests—the president, the writers, the artists, or in this profession of cooperation does the whole shop go down and take the test together?

Some of his suggestions imply that this "license" should assure a client of competence. Other suggestions imply that the public should be assured of objective truth.

But if competence means telling both good and evil of a product, and putting tinsel on a product be a crime, none of us have any more usable competence than an Addressograph.

If there is a villain in our economic jungle today, it is not the agency man (who can hardly be expected to run a research program to see if the product is really as good as the client says it is), but the overwhelming greediness of the consumer. Consumers today are so "discount" obsessed that they refuse to buy anything that is not some kind of a bargain. They are so anxious for these "savings" that they will stand in line to buy any kind of shoddy merchandise as long as it is "marked down." Their discretion has evaporated in a passion of avarice.

A "license" will guarantee neither honesty nor true advertising virtuosity, but only technical printshop competence. Mr. Nemarow had best leave us merchandising poets to our typewriters.

Gene Sullivan,
Account Executive, Wray Physioc, Far Hills, N. J.

• • •

Confucius Say: 'An Adage Is the Footprint of Truth'

To the Editor: You probably thought of this a long time before I began reading ADVERTISING AGE, but—

Webster says: "Adage—a saying which has obtained credit by long use."

Very true indeed of AD AGE.

John E. Kleinhenz,
Director of Public Relations, Indianapolis Water Co., Indianapolis.

• • •

KDIA Puts Negro Population in Bay Area Below 300,000

To the Editor: In ADVERTISING AGE of Nov. 21 there appeared a story on Page 89 concerning the Negro population of the San Francisco Bay Area.

Enclosed you will find a population survey made by Station KDIA, the leading Negro-programmed station in the San Francisco Bay Area. As you will note, the compilation gives us a considerably lower total than the 300,000 quoted by our competitor station.

With reference to this significant difference in figures, I should like to point out that when this question arose during the preparation of the Bay Area presentation by the San Francisco Radio Broadcasters Assn., the KDIA figures were used because of superior detail and source material. Pulse Inc. recently completed a survey of Negro listening and, after a month's investigation on their own, used almost exactly the same breakdown of population as given by Station KDIA.

I make a point of this difference because Negro radio is a fine medium offering sales values only barely realized by advertisers at present, but it has suffered badly from careless research that has reflected upon all media directed to the Negro market.

Walter Conway,
Station Manager, KDIA, Oakland.

KDIA's survey gives its coverage area a total Negro population of 262,650.

• • •

Fardon Advertising Is the Agency for Getz Prescription

To the Editor: I would like to compliment you on the article about Getz Prescription Co. in your Dec. 26 issue (Page 8). It is a very fair and interesting account of what this client has done. About all it failed to mention is the fact that Getz is a client of this agency.

Please accept this letter as an order for 10 copies of the Dec. 26 issue. If you have tear sheets as well, we would appreciate a half dozen for the client's use . . .

Ray Miller,
Fardon Advertising, Kansas City, Mo.

PHOTO STAMPS—"TIP ONS"
Gummed miniature reproductions from your original photos or negatives. 13 sizes can be ordered in quantities 100 upwards. 5 to 7 days service. Write for samples and price list.

THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois

FREE MARKET RESEARCH

A Guidepost to Greater Sales Provided By TOP 10 BRANDS

For more than six years, a number of leading newspapers in major U.S. markets have provided more than $2,000,000 of free market research for manufacturers of foods, drugs, sundries, household products, and their advertising agencies.

The annual studies cover about 130 major products in each market surveyed. They provide population information about the markets. From data furnished, it is possible to tell what kind of customers—by age, income, and size of family—buy a given product. It is also possible to obtain such information, free of charge, about individual brands in each market covered.

Such information would cost manufacturers, or their advertising agencies, many thousands of dollars. It is now made available, at no cost, by leading U.S. newspapers, and their national representatives.

The research techniques used are the most refined and accurate methods available for determining product usage or ownership and brand preference in the markets studied. All surveys exceed the high standard requirements of APOR.

It is very possible that your product category and even your own personal brand is surveyed on a continuing, year-around basis, by Top Ten Brands, in one or more of the above markets. As the research organization entrusted with conducting these surveys, we suggest you take advantage of many values which these studies provide for you.

All you need to do is to write to any or all of the newspapers listed here (General Advertising Department), to their national representatives, or to us.

The Akron Beacon-Journal
The Charlotte (N.C.) Observer
The Charlotte (N.C.) News
The Cincinnati Enquirer
The Detroit Free-Press
The Houston Post
The Los Angeles Herald-Express
The Miami Herald
The Portland Oregonian
The Toledo Blade
The Toledo Times
The Wilmington (Dela.) Journal
The Wilmington (Dela.) News
The Youngstown Vindicator

DAN E. CLARK II & Associates, Inc.

P. O. Box 5096, Stanford, Calif.

PERSONAL SERVICE

Ken Gregor has been with The Farley Company team for three years. Ken, as a member of an independent media representative team, has access to expert opinion in our various specialized markets. He knows his success depends on how well he serves you. The tenacity of purpose which characterizes Ken is an added assurance of immediate action in the matter of media and market information.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distribution • Mechanical Contracting • Policy Level Management • Savings & Loan

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

Court Rules Trading Stamps Are Not Cash Discounts

The Arizona supreme court, Phoenix, has ruled that trading stamps are not cash discounts, but rather are a "promotion scheme to induce the public to purchase merchandise from its dealers exclusively." The decision reversed a Maricopa County superior court sales tax decision.

In Wyoming, Sperry & Hutchinson Co., New York, S&H green stamps, will ask the Wyoming supreme court for a new hearing on the case of the 1959 state law banning the use of trading stamps. The high court upheld the constitutionality of the state law in a decision made Nov. 29 and at the same time upheld the Casper city ordinance which also outlawed stamps. Stores have continued to give trading stamps during the court actions although they have been outlawed since the 1959 bill became law. Stores and companies have been given until Jan 21 to end their stamp operations.

Mail Seller Sloan Turns to Selling His Own Brands

Sloan-Ashland's Package Promotions Rack Up Sales of Big Ticket Name Wares

Albert Sloan

CHICAGO, Jan. 10—The business of direct mail selling has reached the anomalous point where the adman is calling for redesign of the products he sells and, in some cases, is farming out manufacturing operations so he can have a better package to sell.

Sloan-Ashland, which has developed a neat and profitable formula for mail selling of products made by such companies as Bell & Howell, Benrus, Oneida, Englander and Simmons, is now branching out with a four-way power tool bearing its own label.

The consumer learns of this device via a handsome four-color brochure, a letter and card offering a "free gift, just for examining the 23-piece MultiShop in your home."

The mailing—what Sloan-Ashland calls its "package"—is designed to create a profit for two other enterprisers in addition to Sloan-Ashland—the manufacturer and the companies to whose mailing list the package goes. These have included department stores, book publishers, record clubs, credit card operators, direct selling organizations. Ordinarily a goodly number are used.

■ "This is where we differ from other direct mail operations," says Albert Sloan, president of Sloan-Ashland. "They think in terms of 300,000 names; we think in terms of 30,000,000. And we know where to go to find the owners of these lists until we get the quantity we want." The manufacturer ships directly to the customer.

BUZZ & BUZZER—*Buzz Brandeis, exec vp of Sloan-Ashland, poses with the company's power tool.*

Sloan-Ashland, which has a staff of 11, sold $18,000,000 worth of merchandise last year, and in its offices in the Merchandise Mart can be seen many products featured in past, present and promotions.

■ The company was founded by Mr. Sloan, a 27-year veteran of direct mail selling, a field he branched into originally as a concomitant of selling printing. (There is no Mr. Ashland; that part of the name—the street on which the company got started—is retained for euphony.) Mr. Sloan and Alvin (Buzz) Brandeis, exec vp, do most of the devising of promotions. The biggest single job handled by the staff (five people handle this phase of the work) is searching out the possessors of well-kept mailing lists.

The company is also unusual in the kinds of merchandise it sells; items this year will range as high as $269, and $50 and $60 items are in the "ordinary" range.

"Others ought to go into this business with the same philosophy we have," says Mr. Sloan. "It would kill off the junk mail.

"I'm all in favor of higher postal rates; they would kill off the fringe operators—who sell you bath towels which fall apart at a touch. Higher rates will never hurt quality items." #

THE WESTERN HORSEMAN

THE WESTERN HORSEMAN
Readers Own 936,743
Head Horses,
8,166,000 Head Cattle

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

How To Bring Prospects To The Point
(of Sale)

Bull whips, lassoes and the more extreme forms of bush beating are OUT! Today's sophisticated consumer will not be driven or dragged to market.

If you want him to find his way to your sales counter, appeal to him as an individual . . . a person with specific wants, needs and dreams . . . and tell him how your product or service can help him reach his goal.

The medium ideally suited to this purpose is Mass Mail. Combining personal appeal with the broad coverage of the mass media, Mass Mail allows you to concentrate on those individuals and groups who are known prospects.

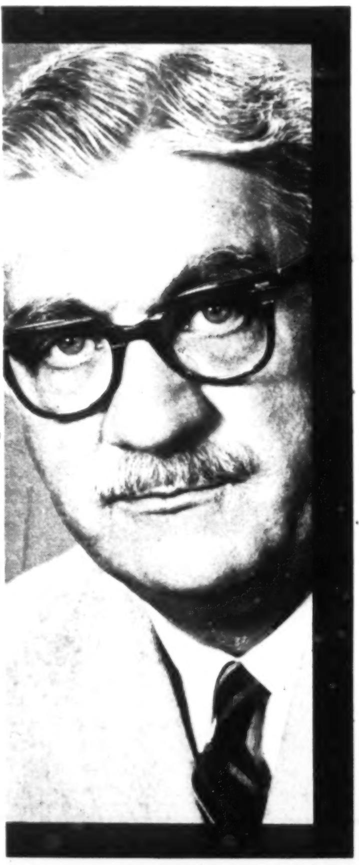
Scientific market testing and analysis are the keys to successful Mass Mail advertising and sales. Properly used, they can give almost immediate proof of the effectiveness of each appeal, each dollar spent. They also provide an economical means for uncovering new prospects, broader markets.

Lemarge is using the Mass Mail technique successfully in the planning, creation and production of direct mail campaigns for some of the nation's biggest advertisers.

We have helped pull prospects for almost every type of product or service. And, if you are advertising or selling in consumer markets, chances are Lemarge can serve you profitably, too. Why not call or write us now.

mass mail specialists LEMARGE

Lemarge Mailing Service Company • 417 South Jefferson St., Chicago 7, Illinois



SELL CENTRAL OHIO with THE HOUSEWIVES' PROTECTIVE LEAGUE

WBNS Radio's HPL means a low CPM. Host Jim Yerian provides a few chuckles and sells your products, too.

Central Ohio's continuing prosperity makes it a "must buy" market in '61. It's **yours** with The Housewives' Protective League.

WBNS radio
Columbus, Ohio
represented by John Blair

Next 15 Years to Be Rosy for Media (Magazines Included), MPA Predicts

New York, Jan. 11—A 15-year projection on the future of the various major media has been issued by the Magazine Publishers Assn.

The forecast was worked up by the commercial research department of the Minnesota & Ontario Paper Co., Minneapolis, under the aegis of MPA.

According to the 100-page report, the general outlook for advertising and media over the next 15 years is fairly rosy. Citing such factors as increased population, stepped-up new product introduction, more leisure time, and increased discretionary spending, the report predicted that total ad expenditures will increase from about $10.7 billion in 1959 to $16.5 billion in 1965, $22.4 billion in 1970, and to $26.2 billion in 1975.

Here's a rundown of the forecast for each of the competing major media.

Magazines: With personal consumption expenditures expected to increase about 90% over the next 15 years, general consumer magazines can expect substantially increased linage, a doubling of circulation, and a gain in ad dollar volume from an estimated $787,000,000 in '59 to $1.5 billion in 1975. Circulation, based on an estimated adult population of 160,000,000 in '75, should support a combined circulation per issue of 311,000,000, up from 185,000,000 circulation today, the report said. However, two "limiting possibilities" for magazines may be the development of a new "but not foreseeable" competitive medium, and a "saturation point where there is more advertising available for magazines than they can carry without hurting readership because of excess bulk or diluted quality," the report noted.

On the circulation side, the report cited "negative factors" that might affect circulation trends. These include general costs of increasing circulation, the possibility of higher postal rates, and an "over-emphasis on high-cost subscription sales, which have been sapping profits."

Newspapers: Citing the increasing use of r.o.p. color and a tendency of publishers to grant frequency and volume discounts to national advertisers, the report forecasts a minimum volume of $4.4 billion by '65, $5.6 billion by '70, and $6.4 billion by 1975. The report further notes that "newspaper publishers have finally come to the realization that newspapers cannot be sold individually in competition with other media, but must be sold as a medium in total." On circulation trends of dailies, the report predicted a rise from an estimated 59,700,000 circulation in 1960 to 63,100,000 in '65, 66,700,000 in '70, and 71,000,000 in 1975.

Television: For tv, the forecast was less bright than for print media. Tv is likely to grow at a slower rate than total advertising volume. "The pattern of growth of tv advertising volume closely follows the growth pattern of tv homes," the report noted. "However, the growth of tv homes will slow down considerably within a few years as tv reaches its saturation level. Audience increases will follow the pattern of population increases from that time on. This should cause a decrease in the rate of growth of tv ad volume," the report said.

Other factors which might adversely affect the growth of tv, the report continued, are the (1) lack of new channels available for broadcasting; (2) the "strong possibility" of a national pay-tv system; and (3) the inability to increase broadcast hours.

The report indicated that tv may expect a growth rate of 5% until 1965, falling to 3% thereafter. Ad revenue, which rose "from practically nothing to $1.5 billion in 1959," should increase to $1.9 billion in 1965, $2.2 billion in 1970, and $2.5 billion in 1975. "Revenue will increase substantially," the report concluded, "but not, in all probability, as fast as the increase in total advertising."

■ The forecast for other media was less detailed than for magazines, newspapers and tv. The outdoor medium, the forecasters predicted, will continue to net about 2% of total advertising.

Direct mail, the report said, should have the biggest growth rate of all media, climbing from about $1.5 billion in 1959 to $3.9 billion in 1975. "As American industry and society have grown, the variety and number of markets have increased. The selectivity of direct mail has become an increasingly important factor to many advertisers," the report said.

■ For radio, the forecast was that the medium will become increasingly more local in character and therefore less competitive with magazines. "Radio found its ratio of national-to-local advertising reduced with the advent of tv from 60-40 to 40-60," the report said. "Retaining a huge listening audience in homes and cars, radio remains a very important medium of communications; but for the advertiser, it is primarily a means of communication to consumers in a local area." #

Admen, BBB Form Ad Improvement Unit in San Francisco

San Francisco, Jan. 11—Some 47 community leaders and advertising executives met here today to launch a Committee for the Improvement of Advertising, under sponsorship of the Advertising Assn. of the West and the Better Business Bureau of San Francisco.

John H. Hoefer, president of Hoefer, Dieterich & Brown, served as chairman for the meeting, along with Vernon A. Libby, BBB general manager and chairman of the committee.

"We are not launching a 'crusade to clean up advertising'," Mr. Hoefer declared, "because the advertising business is not in need of such a crusade. The 50-member committee will, however, further strengthen voluntary self regulation procedures." #

Lower Crop Estimate Trims $430,000 from Florida Citrus Ads

Lakeland, Fla., Jan. 13—The Florida Citrus Commission's consumer advertising budget for oranges, grapefruit and tangerines was reduced sharply this week for the second time this season, leaving slightly more than $3,000,000 to be used in the program.

General manager Homer Hooks explained that the $430,000 reduction represents an immediate cut of $140,000 in expenditures, with the remainder to be held back during the winter and spring program for use in the summer.

The newest cut, made at the January meeting here Wednesday, resulted from a reduced crop estimate released Jan. 10 by the U.S. Department of Agriculture. #

Last Minute News Flashes

London Press Exchange Gets British Ford Account

London, Jan. 13—The British Ford account has been awarded to London Press Exchange. Robert A. Adams, ad manager of Ford Motor Co. Ltd., told Advertising Age today that LPE will take over the account April 1. One of the biggest account switches in British advertising history will bring more than $2,000,000 of business into the LPE. The Ford business includes car and truck ads in Britain, plus export, plus ads for Henry Ford & Sons of Cork, Ireland. Rumble, Crowther & Nicholas resigned the account three months ago (AA, Oct. 24).

Three Kansas Dailies Form Sales Group

Chicago, Jan. 13—Three Kansas newspapers have formed the Kansas Newspaper Group to offer both group and frequency discounts—*Topeka Capital-Journal*, *Hutchinson News* and *Salina Journal*. Jann & Kelley, which represents both the new group and the three papers in it, said discounts range up to 27.9%. The discounts are available Feb. 1.

Ellington & Co. Absorbs John M. Lupton Co.

New York, Jan. 13—John Mather Lupton Co., an agency billing about $1,500,000, has been absorbed by Ellington & Co. Mr. Lupton said his agency has been dissolved and its list of about a dozen accounts—primarily industrial and technical—has been "transferred" to Ellington. Mr. Lupton has joined Ellington as a vp and member of the board. Other Lupton agency men, including Ralph Sadler, exec vp, also have joined Ellington.

CBS-TV Sets Rotation Plan; Other Late News

• **CBS-TV**, in a move designed to counter ABC and NBC competition in flexibility and costs, has set up a new advertiser rotating plan covering minutes in Monday-Friday morning shows. Minutes, to be checkerboarded in the four shows, will be priced at $3,200 in winter and $2,800 in summer—a sharp reduction from the current price. ABC-TV's daytime clients are rotated throughout the day at a minimum price of $2,282 per minute, with summer discounts bringing the price down farther. NBC has a double cross-plug setup, permitting an advertiser to spread three commercials for a one-quarter hour buy at prices ranging from $17,700 to $30,000, over three different shows.

• **National Advertising Co.**, Bedford Park, Ill., has appointed Edward G. Murray, former eastern regional manager, to national sales manager of outdoor advertising; and Richard M. Radcliffe, former sales administration manager, to national field operations manager. Both are new positions in the Minnesota Mining & Mfg. roadside and shopping center advertising subsidiary.

• **Casco Products Corp.**, New York, has named W. B. Doner & Co., New York, to handle all advertising and promotion for a new line of Lady Casco portable appliances. Advertising plans include tv, radio and magazines. Doner continues to handle all other Casco appliances as well as Casco's automotive accessories division.

• **Assn. of Industrial Advertisers'** board of directors has voted in Montreal for legal separation of the Industrial Advertising Research Institute from AIA. Delegates will vote on the proposal June 11 at the AIA's Boston conference. The board also gave informal approval to a letter to members proposing the AIA admit companies to membership. At present, AIA membership is limited to individuals.

• **George D. Bryson**, onetime head of the international division of General Foods Corp., has joined CPV Italiana, Italy's largest agency, as a general management and marketing consultant. Mr. Bryson, who recently retired from GF, spent 18 years with Young & Rubicam before joining General Foods. He opened Y&R's first overseas office—in London—and managed it from 1944 through 1952.

• **Hans Holterbosch Inc.**, U.S. importer of Lowenbrau beer, has named Leber & Katz to handle its advertising. The account, expected to bill about $300,000 in 1961, was formerly with Fuller & Smith & Ross.

• **National Assn. of Broadcasters'** radio code board has agreed to make recommendations next month on code language to restrict the volume of advertising on multi-sponsor programs. Details will be withheld until NAB's radio board meets Feb. 8 at Palm Springs.

• **Beltone Hearing Aid Co.**, Chicago, has promoted Harold F. Driscoll from advertising manager to marketing services manager and has named Marvin Rubin, formerly with Allied Radio Corp. as merchandising manager of Chicago stores, ad manager, succeeding Mr. Driscoll. Mr. Driscoll, who had been ad manager of Zenith Radio Corp. and ad director of Bell & Howell before joining Beltone last year, will administer the advertising, marketing research and three other related departments in his new position.

• **Hamilton B. Mitchell**, formerly an operating vp, has been elected president and chief operating officer of Reuben H. Donnelley Corp., Chicago, succeeding Curtiss E. Frank, who has been elected chairman of the board and chief executive officer. David L. Harrington, formerly board chairman and chief executive officer, becomes chairman of the executive and management policy committees.

• **Jerome R. Feninger**, formerly vp in charge of radio-tv programming at Cunningham & Walsh, has been named television vp, replacing William Templeton, who resigned a few weeks ago.

• **Charles E. Schaub** has been named national advertising manager of the *Philadelphia Inquirer*. He succeeds Robert R. Beck, who is retiring after 21 years with the newspaper. Mr. Schaub has been Philadelphia sales manager since April, 1960.

• **The Washington Star** has announced a new general rate card which will offer discounts for bulk linage advertisers and users of page units. It has increased its open rate by 15¢ to $1.07 a line and will offer maximum discounts that will bring the cost to 87¢ a line for 100,000 lines or more and 73¢ a line for 40 pages or more.

• **Ralph M. Zeuthen**, manager of the Edison Electric Institute's Live Better Electrically program, will resign the end of this month to join one of three New York agencies, Advertising Age has learned. Mr. Zeuthen, who has headed the EEI ad program for the past year and a half, expects to decide next week on which agency post to accept. Mr. Zeuthen closed Zeuthen, Thomas & Hulbert, Minneapolis agency formed with two ex-Campbell-Mithun executives, to join EEI.

Bayles Disclaims SSC&B Role in Rise Ad Filming

(Continued from Page 1)

relationship to the Rise account should be described. FTC attorney Edward F. Downs said Philip Richardson, ad and sales vp of Carter, had told him that Mr. Bayles was the Rise account executive.

■ "If the designation means working on the level with Mr. Hoyt [president of Carter] and Mr. Richardson, then I would be the account executive," Mr. Bayles said, "but if it means carrying out the vast array of day by day services, I could not qualify."

The agency man said SSC&B created the storyboard for the "razor scratch" commercials and turned them over to an independent film company to produce. At this point the production experts took over, he indicated. When asked why an ordinary lather wasn't used instead of the formula, Mr. Bayles said he did not know why the producer chose to use this particular dramatic technique.

■ But he entered this strong defense for the Rise tv sell under attack: "The intent of that commercial was simply to dramatize the superior soaking, wetting action of Rise . . . The intent was to sell the high quality of our product. And we did it by contrast." #

'Trib,' 'American' Not Planning Any Combination Rates

Chicago, Jan. 13—The Tribune Co., publisher of the *Chicago Tribune* and *Chicago's American*, does "not intend to issue combination rates just as a sales incentive," it said in a statement to Advertising Age today. The Tribune company's statement was issued in response to a query from AA following the announcement by the *Chicago Sun-Times* and *Chicago Daily News* that they were adopting combination rates *(story on Page 102)*.

"We feel the advertiser will be served better by offering the most economical rates for each newspaper and allowing the advertiser to select his plan of advertising in this market in the way best calculated to solve his marketing problem," the Tribune said.

■ Reiterating its interest in "maintaining two independent operations for the *Chicago Tribune* and *Chicago's American*," the Tribune statement said that "separate publishers, separate buildings and separate editorial, news and business departments have emphasized the independent operation of the two newspapers. We have no intention that *Chicago's American* should ever be an afternoon edition of the *Chicago Tribune*.

"It is the feeling of the Tribune Co. that the advertiser should be allowed as much freedom of action in his advertising placement as possible. Therefore, combination rates have not been developed to force a combination sale in any situations where real economies could not be passed on to the advertiser.

■ "Last August we found an ability to economize in want ads and started offering classified advertising at reduced rates for those using both papers during a 24-hour period. We also offer a discount to the general advertiser who uses the same color plate in both papers," the Tribune said. #

Sales of 25 Leading Brewers: 1960 vs. 1959

Source: National Beer Wholesalers Assn. and Brewing World

(Figures in parentheses indicate number of breweries operated.)

	Name of Brewery	1960 Sales in Barrels	1959 Sales in Barrels
1.	*Anheuser-Busch (4)	8,480,000	8,046,000
2.	**Jos. Schlitz Brewing Co. (5)	5,640,000	5,860,000
3.	Falstaff Brewing Corp. (8)	4,910,000	4,750,000
4.	Carling Brewing Co. (6)	4,790,000	4,418,484
5.	†Pabst Brewing Co. (4)	4,760,000	4,515,000
6.	P. Ballantine & Sons	4,383,000	4,324,000
7.	Theo. Hamm Brewing Co. (4)	3,445,000	3,551,000
8.	F. & M. Schaefer Brewing Co. (2)	3,101,000	3,026,000
9.	Liebmann Breweries (3)	2,690,000	2,785,000
10.	Miller Brewing Co.	2,314,000	2,358,000
11.	Lucky Lager Brewing Corp. (4)	2,168,000	2,190,000
12.	Stroh Brewery Co.	2,102,000	2,117,000
13.	Adolph Coors	1,907,000	1,648,000
14.	C. Schmidt & Sons	1,811,000	1,744,000
15.	Drewrys, Ltd. U.S.A. (3)	1,638,800	1,626,000
16.	Olympia Brewing Co.	1,496,895	1,415,000
17.	Piel Bros.	1,486,000	1,511,000
18.	National Brewing Co. (3)	1,355,000	1,322,000
19.	Jacob Ruppert	1,305,000	1,470,000
20.	Duquesne Brewing Co.	1,067,000	1,097,000
21.	Pearl Brewing Co.	1,026,000	979,000
22.	Jackson Brewing Co.	1,012,000	1,025,000
23.	Narragansett Brewing Co.	941,000	939,000
24.	Burgermeister Brewing Corp.	931,000	975,000
25.	International Breweries (5)	918,000	927,000

Figures through cooperation of NBWA Inc. and Brewing World. Copyright, 1961. Sales are from official data or from reliable industry sources. Many of the 1959 sales figures are different from those originally published by Advertising Age last year (AA, Jan. 11, '60) because of later revisions made by the brewers, NBWA and Brewing World. Symbols: *Includes Busch Bavarian and Regal; **Includes Old Milwaukee; †Includes Blatz and Eastside.

Listeners, Viewers May Get Chance to Be Heard, Seen via Minow's FCC

(Continued from Page 3)

ing the 1960 campaign he was an organizer and legal counsel for the National Business & Professional Men & Women for Kennedy-Johnson, and co-chairman of Citizens for Kennedy in the North Shore suburbs of Chicago.

■ In spite of all this campaigning, his appointment as chairman of the FCC is not just a political reward. His selection is based on the following points:

- His career has been outstanding (youngest partner in the firm, honored as one of ten outstanding young Chicagoans by the Chicago Junior Chamber of Commerce & Industry last year).
- He is known personally by President-elect Kennedy and other high-ranking Democrats.
- He has no close alliance with any of the industries which the FCC regulates.
- He does, in his own words, "believe deeply in the Kennedy administration program to improve the quality of government."

Mr. Minow will meet Frederick Ford, the man he will succeed as chairman, for the first time next week, when he goes to Washington for the inaugural festivities. Due to his current law practice, he probably will not take over for a month or more.

The affable young Chicago lawyer was born in Milwaukee, where he attended public grammar and high schools. During military service in World War II he attended the University of Michigan for a time, and later served as an Army sergeant in the China-Burma-India theater. He received a B.S. degree from Northwestern University school of speech in 1949, and a law degree from Northwestern law school in 1950. He was editor-in-chief of the school's law review, and received the Wigmore Award as outstanding graduate.

■ He worked in a Chicago law firm for a year before serving as law clerk for Justice Vinson in 1951 (when, he recalls, a neighbor of his was a young congressman named Richard Nixon). After serving as assistant to Gov. Stevenson, he returned to his old law firm, where he remained until he joined the Stevenson firm in '55.

While Mr. Minow avowed that he was moving into his new position with "a clean slate," with full knowledge that he "has a lot to learn," he revealed that he has followed the FCC with some interest for the last several years.

In 1956, he had advised Mr. Stevenson to propose a series of tv debates with President Eisenhower during the campaign. Mr. Stevenson said such a proposal should come from the President, and the idea died. But Mr. Minow at that time became acquainted with Sec. 315 of the Communications Act, the "equal time" provision for political candidates. He aided Mr. Stevenson when the latter testified during hearings to rescind the equal time rule for the 1960 campaign.

■ Several of Mr. Minow's clients have brought him to the fringes of the broadcast business. These include American Heritage Publishing Co., Encyclopaedia Britannica Films, Midwest Program for Airborn Television Instruction, and several individuals in the entertainment business. He also aided Radio Corp. of America, a client of the Stevenson firm, in its anti-trust litigation with Zenith Radio Corp.

■ Mr. Minow also revealed that he has at least an indirect connection with the advertising business. His father-in-law, the late Salem Baskin, operated a Chicago agency until his death in 1947.

Mr. Minow was noncommittal, however, in discussing the present state of broadcast advertising—"Some of it is great; some leaves much to be desired," he said. "I certainly don't bring to this position any antipathy toward advertising."

The most important thing he *does* bring into the job, the commissioner-designate believes, is "lack of commitment to any of the industries being regulated, and a general enthusiasm to try to revitalize the job of the commission."

(For a rundown on some of the problems the new FCC chairman will face, see "In Washington," Page 70.)

Top 25 Brewers' 1960 Sales Hit 66,139,735 Bbls.

(Continued from Page 2)

It was the fourth year in succession that Busch led the industry in sales, having achieved that distinction for the first time in 1957.

■ Jos. Schlitz Brewing Co. ended up in the runner-up position for the fourth successive year, despite the fact that Schlitz sales showed a slight decrease. Schlitz last year sold 5,640,000 bbls., as compared with 5,860,000 bbls. in 1959. It was the third successive year that Schlitz's sales have dipped.

The third largest sales increase was recorded by Theo. Hamm Brewing Co. *(for a complete marketing story on Hamm, see Page 3)*, which sold 3,907,040 bbls., a jump of 356,040 bbls. over '59 sales of 3,551,000 bbls.

There was no change in the ranking of the ten largest brewers, with the exception of Carling Brewing Co. and Pabst Brewing Co. Carling, which sold 4,790,000 bbls.—a gain of 371,516 bbls. over 1959 sales of 4,418,484 bbls.—took over fourth position from Pabst.

Pabst sold 4,760,000 bbls. in 1960, compared with '59 sales of 4,515,000 bbls., but still finished in fifth spot. All of the brewers in the top ten showed sales gains in 1960 with the exception of Schlitz, Liebmann Breweries and Miller Brewing Co. #

Schlitz Names Two Sales Managers, Four Area Ad Managers

MILWAUKEE, Jan. 13—Jos. Schlitz Brewing Co. has divided the U. S. in two sales areas and has appointed two sales executives to head up the territories. Also, the brewer has hired four new area advertising managers—all new positions.

Richard H. Macalister, formerly general sales manager, has been named eastern sales manager. Robert E. Livingston, formerly assistant general sales manager of Carling Brewing Co., has joined Schlitz as western general sales manager.

■ The new area ad managers and their territories are Edward F. Rohlin (southern), formerly an advertising administrator of Philip Morris Inc.; Max R. Call (central), previously a sales and advertising group head with Swift & Co.; Robert B. Hetrick (eastern), formerly assistant advertising director for Piel Bros.; and David J. McDonald (western), previously an account executive of Erwin Wasey, Ruthrauff & Ryan, San Francisco. They will report to Robert Martin, regional advertising manager.

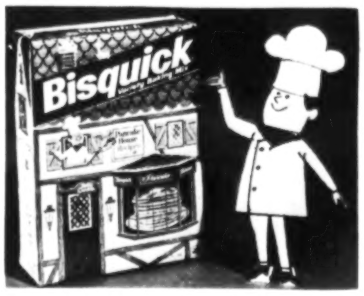
In another personnel change, Roy Bernier, regional brand ad manager for Old Milwaukee beer, resigned last week. He has not announced his plans and his successor has not been named. Differences of opinion and "inability to get basic decisions made on advertising policy" led to the resignation, he said.

Swedish Firm in U. S.

Como-Maskin, Alvesta, Sweden, manufacturer of Como Automatic paper cutter, has appointed Burlingame-Grossman Advertising, Chicago, to handle its advertising in the U.S.

KOIL Promotes Houtz

Marvin W. Houtz, a member of the sales staff of KOIL, Omaha, has been named local sales manager of the radio station.



PANCAKE HOUSE—*General Mills has redesigned the package for its Bisquick package to tie in with its winter pancake promotion. Ads will run, starting in February, in This Week Magazine and independent supplements and tv. Roger Bradfield, Minneapolis, designed the package. Knox Reeves Advertising is the agency.*

Newspaper Discounts Too Small, Agency Media People Say

CHICAGO, Jan. 10—Newspaper discounts for national advertisers are too small, and newspapers should adopt more realistic discount plans, similar to those offered by broadcast media.

This suggestion and others were made here last week by some 35 top agency media people at a luncheon given for them by Sawyer-Ferguson-Walker, newspaper representative. The primary purpose of the meeting was to find out what agency media people think about newspaper discounts.

Many media people felt that the 2% or 3% discounts allowed by dailies are too small to give national advertisers an incentive to run additional advertising. Many thought that discounts in the area of 30% make much more sense.

■ Newspapers were criticized for raising their line rates at the same time that they offer a discount plan or higher discounts. Dailies later received a round of applause when the point was made that many newspapers have come up with discount plans during the past year, which the audience felt was a step in the right direction.

The agency men made the point that newspapers must realize that discounts are beneficial for them, and that through discounts, more national advertising volume and money will be forthcoming.

Following are two discount plans which were suggested at the meeting:

- Space bonus arrangement. Run ten ads of the same size and get one for nothing. This would eliminate bookkeeping at both the daily and the agency and there would be no exchange of money. The money would stay at the newspaper.
- Straight dollar volume discount. Instead of the common bulk or frequency discount plans, an advertiser, for example, would spend $10,000 with a newspaper and receive a 5% cash discount. #

Rose Joins Watkins

Harrington A. Rose has joined the sales staff of Robert L. Watkins Associates, Atlanta, magazine publishers' representative. Mr. Rose previously was associated with the American Gas Assn., Stone & Webster Service Corp., Transcontinental Gas Pipe Line Corp., and Blaw-Knox Co.

Sullivan to Join DDB

Daniel J. Sullivan will join the Chicago office of Doyle Dane Bernbach Inc. as account supervisor, effective Feb. 1. For the past 13 years, Mr. Sullivan has been with Foote, Cone & Belding, Chicago, where he is currently vp and account supervisor.

Edison Electric Institute Sets $2,500,000 Push

(Continued from Page 2)

Forum, House & Home and *Practical Builder*), 16 insertions, $42,000; a reserve for special promotions, $100,000; plus a farm publication schedule of about $200,000.

■ The consumer advertising will include four spreads for dryers, beginning in February; four spreads for water heaters, beginning in March; five spreads for ranges, beginning in March; 13 spreads for the Medallion home, the first of which ran Jan. 7; and 22 pages for electric house heating, the first three of which are running this month.

The "flameless" theme, adopted the middle of last year, will be featured again in the 1961 campaign, Mr. Zeuthen said. He cited ad readership tests which showed the word "flameless" was "powerfully effective." He and Compton Advertising executives worked out the theme last summer, after Compton took over the account from Fuller & Smith & Ross (AA, April 4, 11, *et seq.*).

Mr. Zeuthen said that actually more than $50,000,000 will back the Live Better Electrically promotion themes this year in addition to the institute's program. Utilities will spend about $30,000,000 to promote the LBE program, and manufacturers will spend about $20,000,000 in their national advertising to promote LBE themes.

■ The Live Better Electrically Program, which was started by General Electric in 1956, was gradually transferred to an operation within the Edison Electric Institute; the transition was formally completed at the end of 1959.

The program now is supported by 142 investor-owned utilities—two-thirds straight electric and one-third combination companies. The companies contribute an aggregate of about $2,600,000 a year to the program, the contributions based on residential revenues. Mr. Zeuthen said 81% of the money goes to buy advertising space; 19% is used for publicity, research, communications and staff administration.

He said he feels the success of the current program is largely due to effective selling that "presents the difference between one product and another."

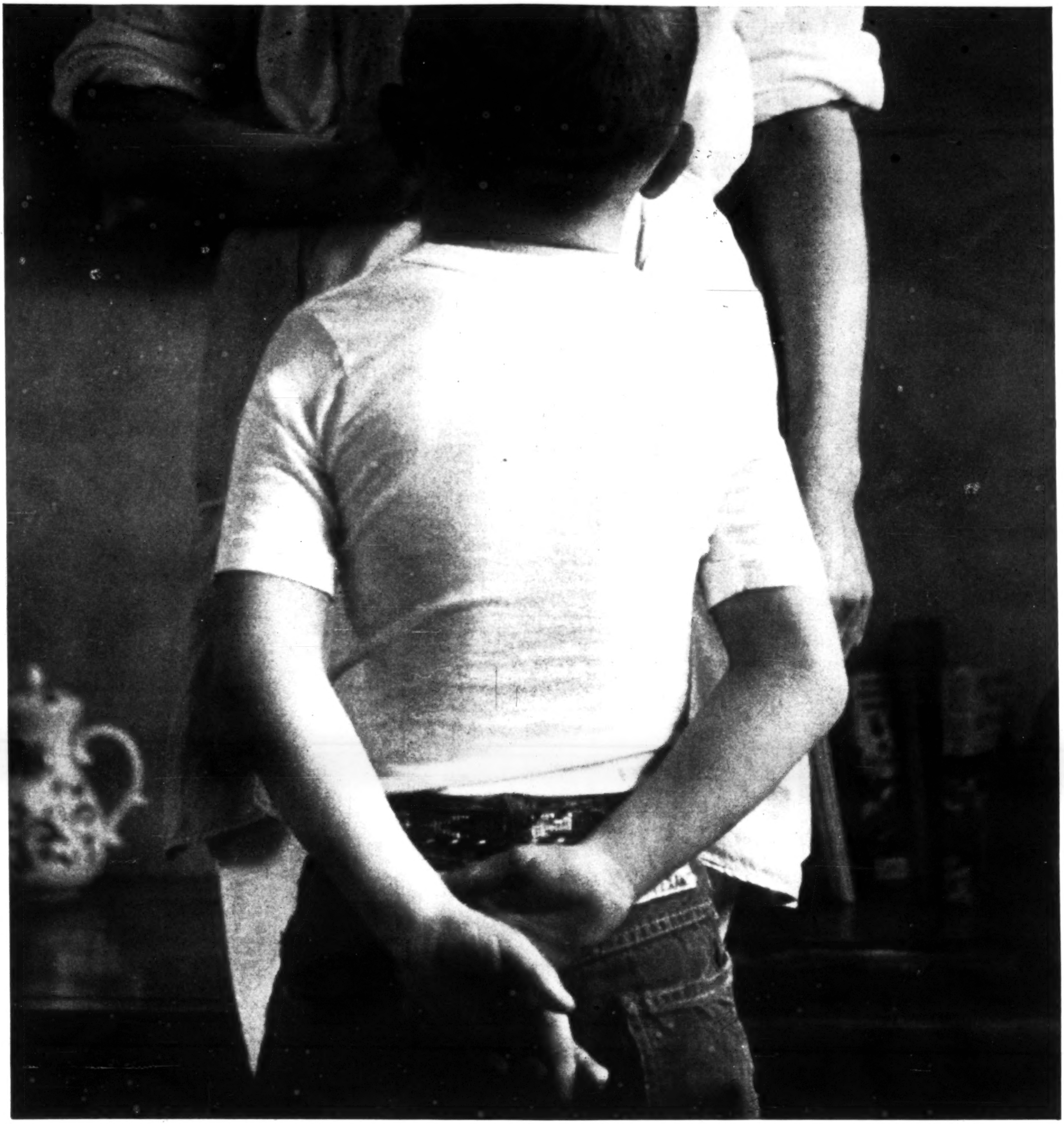
"There is no point to our investment if our advertising is not strong enough to win business from other types of fuels," he told ADVERTISING AGE. #

APRA, PRSA Set Merger in July

NEW YORK, Jan. 12—The American Public Relations Assn. and the Public Relations Society of America will merge, the two organizations announced jointly today.

The move has been under active negotiation for some time and has been overwhelmingly approved by a membership poll of both organizations which began last month. Most pr people in both groups have been in favor of merger for several years, but differed on the mechanics of obtaining the unification.

Merger is effective in July, and the group will operate under the PRSA name, although there is a provision to consider a name change within one year after the merger. The new group will operate from the New York headquarters of PRSA, with Donald E. Lynch as executive director. #



K&E asks: How black is a white lie?

A bit of exaggeration or a few "little white lies" may do no harm in certain human relationships. But let these sins, however minor, creep into your advertisement and you have hurt not only yourself, but all of advertising.

The proper posture of advertising today is leaning over backward. It is not enough to avoid untruths. We must also shun the truths that *sound* untrue. For even truthful advertising, if people disbelieve it, does us harm—often as much as outright falsehood.

Kenyon & Eckhardt's Book of Creative Standards puts it this way: "Credibility in advertising has nothing to do with technical honesty, or with shaping a 'weasel' to imply what you can't say It comes from your whole attitude toward your readers. How much do you really respect them? It is curious how this becomes a measure of their own respect for what you have to say."

Stick to the plain facts. Don't try to write advertising with your fingers crossed.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

Magazines Made 7% Dollar Volume Gain in '60: PIB

(Continued from Page 1)

ried in '59.

In the women's magazine classification, dollar volume climbed 11.4% from $111,460,025 to $124,121,676, while pages increased 2.2%, from 7,591 pages to 7,755 pages.

Magazines in the home field chalked up a dollar volume of $59,109,375, a gain of 2.4% over $57,696,353 registered the preceding year. Pages carried by the home classification, however, fell 1.8%, from 6,620 pages in '59 to 6,503 pages in '60.

Fashion magazines rang up a 25% increase in dollar volume, moving from $20,302,688 to $25,391,059. Pages carried by fashion books amounted to 5,177 pages, a 13% gain over 4,570 carried the preceding year.

■ Magazines in the movie-romance-radio classification were off 9.5% in both dollar volume and pages carried. Dollar volume for '60 amounted to $11,139,304, as against $12,306,640 the preceding year. Pages in 1960 amounted to 1,644, compared with 1,816 pages carried in '59.

Business magazines scored a 19% increase in dollar volume, moving from $35,136,881 in '59 to $41,823,572 last year. On pages carried, business books scored a 5.7% increase, running 9,780 pages in '60 against 9,254 pages in '59.

Youth magazines registered a dollar volume of $5,617,652 for 1960, up 12% over $5,014,914 the preceding year. Pages were up slightly, from 1,107 pages to 1,116 pages.

Outdoor and sports magazines rang up a volume of $9,506,978, up 1.9% over the preceding year. Linage amounted to 2,297 pages, off 6.9% from 2,468 the previous year.

■ Mechanics and science magazines were off in both pages and volume. Dollar volume, at $9,563,192, was off 2% from '59 while ad pages, at 3,187 pages, fell 8.2% from the preceding year.

Farm magazines were down in both dollar volume and pages. Volume for '60 amounted to $23,853,001, off 8.5% from '59. Pages carried by farm magazines totaled 2,665 pages, off 15.2% from '59.

The newspaper sections group made up of *American Weekly*, *Family Weekly*, *Parade* and *This Week Magazine* registered an overall dollar volume of $83,106,813, off 9.5% from the previous year. Ad pages carried by the supplements, at 2,215 pages, were off 12.9% from pages carried in '59.

Another group of newspaper sections, comprised of First Three Markets and *New York Times Magazine*, scored a 14.7% gain in volume and 15.2% gain in pages. Dollar volume for the year amounted to $22,648,040, up from $19,784,361 in '59. Pages carried totaled 4,015 pages, compared with 3,487 pages the preceding year. #

Trenner Joins RKO General

Harry Trenner has been named to the new post of director of western sales development of RKO General and will make his headquarters in Los Angeles. A station owner, he is disposing of his interest in WFEC, Miami; WRVM, Rochester; and WBNY, Buffalo, in order to join RKO. Mr. Trenner's appointment follows RKO's establishment of a central sales organization in New York made up of its stations' national sales managers (AA, Dec. 12).

Magazine Ad Revenues, Pages

1959-1960

Source: Publishers Information Bureau

	January-December			
	1960		1959	
	Pages	Dollars	Pages	Dollars
WEEKLIES AND BI-WEEKLIES				
Cue	948.29	$ 1,765,745	807.69	$ 1,446,714
Grit	248.77	1,016,550	257.09	1,050,977
Life	3,360.02	138,784,242	3,663.68	134,441,468
Look	1,640.73	59,070,472	1,483.85	47,681,138
New Yorker	5,314.86	19,423,881	5,054.52	18,331,829
Newsweek	2,876.90	27,165,229	3,008.47	25,062,168
Presbyterian Life	155.11	555,304	158.20	524,976
Reporter	460.22	336,466	265.98	189,385
Saturday Evening Post	2,788.29	105,049,136	2,816.55	97,598,552
Saturday Review	1,088.50	1,867,408	1,050.72	1,574,169
Sports Illustrated	1,908.14	14,299,204	1,692.50	11,946,777
TV Guide	687.41	11,964,765	673.67	10,768,680
Time	2,959.30	51,144,371	2,913.11	46,126,315
U.S. News & World Report	2,836.20	21,469,498	2,686.45	18,400,155
Total	27,272.74	453,912,271	26,532.48	415,143,303
% change from '59	+2.8	+9.3		
MONTHLIES				
American Legion	174.15	1,290,633	190.70	1,429,506
Argosy	244.66	1,694,784	273.16	1,872,545
Atlantic	534.86	1,181,815	449.19	924,535
Coronet	588.37	4,270,481	525.56	3,862,634
Cosmopolitan	299.60	1,174,920	302.40	1,091,928
Ebony	945.52	3,189,773	975.30	2,502,909
Elks Mag.	170.09	587,476	168.97	549,616
Esquire	1,030.49	8,102,612	957.67	7,369,907
Gourmet	395.60	782,651	392.35	688,225
Harper's Mag.	509.29	1,046,262	417.09	713,500
Holiday	1,247.14	11,090,802	1,139.15	9,472,537
National Geographic	525.51	5,531,972	490.09	4,577,277
Playboy	354.11	2,308,045	312.58	1,576,571
Reader's Digest	902.35	34,748,285	924.97	33,105,218
Redbook	448.52	5,597,432	393.66	4,566,377
Saga	182.63	224,588	180.23	203,901
Sport	203.76	405,165	195.64	360,947
Town & Country	980.36	1,896,238	924.54	1,740,465
True	387.41	4,418,747	427.43	4,951,706
Total	10,124.42	89,542,681	9,640.68	81,560,304
% change from '59	+5.0	+9.8		
WOMEN'S				
Brides Quarterly	722.54	1,916,856	697.81	1,857,927
Family Circle	561.84	12,659,843	540.24	11,716,815
Good Hskpg.	1,122.77	22,744,046	1,248.86	23,035,710
Ladies Home Journal	928.09	28,263,552	1,081.86	30,798,894
McCall's	1,102.56	31,545,130	801.79	20,263,179
Modern Bride	573.27	1,135,622	588.35	969,397
Parents' Mag.	820.82	8,678,527	804.00	8,120,575
Seventeen	1,444.41	7,310,736	1,348.34	6,518,396
Woman's Day	479.65	9,867,364	480.64	8,179,132
Total	7,755.95	124,121,676	7,591.89	111,460,025
% change from '59	+2.2	+11.4		
HOME				
American Home	463.96	8,309,996	563.15	9,208,151
Better Homes & Gardens	939.56	25,609,957	1,041.80	25,631,517
Flower Grower	502.62	1,093,587	537.14	1,015,690
House Beautiful	1,251.06	7,536,122	1,301.95	7,329,028
House & Garden	987.33	5,334,861	901.67	4,567,989
Living	784.19	4,362,762	814.09	4,201,785
Sunset Mag.	1,574.90	6,862,090	1,461.08	5,742,293
Total	6,503.62	59,109,375	6,620.88	57,696,453
% change from '59	—1.8	+2.4		
FASHION				
Glamour	1,145.75	6,466,981	982.87	3,983,303
Harper's Bazaar	1,167.81	5,533,617	1,047.81	4,795,069
Mademoiselle	1,017.72	4,181,013	928.70	3,651,439
Vogue	1,846.35	9,209,448	1,611.61	7,872,877
Total	5,177.63	25,391,059	4,570.99	20,302,688
% change from '59	+13.3	+25.0		
MOVIE-ROMANCE-RADIO				
Dell Modern Group	124.84	1,109,060	129.40	1,010,938
*Modern Romances	175.86	673,243	186.79	693,225
Modern Romances	300.70	1,116,868	316.19	1,110,803
*Modern Screen	67.75	293,978	80.91	308,800
Modern Screen	192.59	793,055	210.31	743,854
*Screen Stories	30.54	38,186	43.69	58,349
Screen Stories	155.38	204,544	173.09	216,656
Fawcett Women's Group	129.25	888,046	137.99	843,939
*Motion Picture	38.13	116,925	43.52	108,817
Motion Picture	167.38	478,583	181.51	441,789
*True Confessions	145.18	584,045	141.92	562,571
True Confessions	274.43	1,112,433	279.91	1,073,538
True Story Women's Group	101.18	1,792,206	136.33	2,513,155
*Photoplay	171.79	842,167	214.68	988,634
Photoplay	272.97	1,225,700	351.01	1,523,135
*TV Radio Mirror	19.58	40,226	26.30	59,759
TV Radio Mirror	120.76	280,382	162.63	386,562
*True Experiences	52.05	45,796	54.09	50,569
True Experiences	153.23	142,574	190.42	189,592
*True Love	50.87	44,746	55.31	51,537
True Love	152.05	141,526	191.64	190,560
*True Romances	52.53	60,082	56.00	96,107
True Romances	153.71	235,718	192.33	349,024
*True Story	485.25	4,608,596	510.05	4,960,240
True Story	586.43	5,407,921	646.38	6,081,109
Total	1,644 80	11,139,304	1,816.98	12,306,640
% change from '59	—9.5	—9.5		
BUSINESS				
Business Week	4,872.42	21,494,571	4,701.80	18,029,013
Dun's Review	957.43	1,703,797	953.82	1,567,328
Forbes	681.01	2,200,823	664.50	1,938,484
Fortune	2,242.35	12,734,286	1,971.50	10,288,849
Harvard Bus. Rev.	359.56	362,407	353.99	314,923
Nation's Business	667.86	3,327,688	608.46	2,998,284
Total	9,780.63	41,823,572	9,254.07	35,136,881
% change from '59	+5.7	+19.0		
YOUTH				
American Girl	288.28	764,580	292.37	705,686
Boys' Life	342.67	2,239,573	339.08	2,022,117
Scholastic	485.48	2,613,499	475.83	2,287,111
Total	1,116.43	5,617,652	1,107.28	5,014,914
% change from '59	+0.8	+12.0		
OUTDOOR & SPORTS				
Field & Stream	821.43	3,600,334	878.83	3,189,012
Outdoor Life	796.27	3,122,677	821.06	3,152,404
Sports Afield	679.24	2,783,967	767.77	2,986,514
Total	2,296.94	9,506,978	2,467.66	9,327,930
% change from '59	—6.9	+1.9		
MECHANICS & SCIENCE				
Mech. Illustrated	782.25	1,915,187	847.66	2,026,063
Pop. Mechanics	1,280.04	4,118,906	1,384.20	4,064,948
Pop. Science	1,125.16	3,529,099	1,241.39	3,668,171
Total	3,187.45	9,563,192	3,473.25	9,759,182
% change from '59	—8.2	—2.0		
FARM				
Capper's Farmer	142.76	779,510	439.08	2,427,798
Farm Journal	872.69	11,506,208	957.46	12,318,309
Progressive Farmer	790.96	6,232,277	834.99	6,226,856
Successful Farming	858.68	5,335,006	911.07	5,086,345
Total	2,665.09	23,853,001	3,142.60	26,059,308
% change from '59	—15.2	—8.5		
NEWSPAPER SECTIONS I				
American Weekly	288.85	10,975,972	416.91	15,777,273
Family Weekly	440.07	8,036,310	509.37	8,663,659
Parade	636.63	23,014,545	724.14	24,529,015
This Week	849.63	41,079,986	892.16	42,810,948
Total	2,215.18	83,106,813	2,542.58	91,780,895
% change from '59	—12.9	—9.5		
NEWSPAPER SECTIONS II				
First 3 Markets	443.20	8,651,435	441.10	8,456,855
N. Y. Times Mag.	3,572.62	13,996,605	3,046.36	11,291,506
Total	4,015.82	22,648,040	3,487.46	19,748,361
% change from '59	+15.2	+14.7		
General Magazines	74,860.61	$829,727,760	73,076.16	$757,708,320
% change from '59	+2.4	+9.5		
General Farm Magazines	77,525.70	$853,580,761	76,218.76	$783,767,628
% change from '59	+1.7	+8.9		
Newspaper Sections	6,231.00	$105,754,853	6,030.04	$111,529,256
% change from '59	+3.3	—5.2		

*Non-group pages and dollars carried by individual magazines.

Viewer Saturation, Mounting Costs Cause TV Programming Ills: Killin

(Continued from Page 4)

tion of commercials and prints for delayed markets and publicity and paid advertising, and let us not forget the advertising agency's commission. Program and station costs generally may conservatively be expected to increase at least 5% on an average from year to year."

■ Such price increases, Mr. Killin pointed out, are no longer accompanied by comparable increases in the number of tv sets or set usage. Who, then, he asked, is to pay the price and bear the risk if one is to program for a smaller, selective audience? Not the talent, he suggested; nor the advertiser, who has responsibility to his stockholders; nor the networks, locked in deadly competition for circulation; nor the stations, which must program to attract business.

"These commercial forces are all at play and cannot be ignored," the Y&R executive continued. "They represent the American dream, an economy that thrives on the vitality of competition. With this competition we encounter some of the very basic natural laws of economics. What critics would call 'bad television' drives out the good. It attracts the mass, the escapist, the one desiring to be amused, to be entertained."

Mr. Killin noted the increased network control over programs, but he suggested that the extension of the magazine concept, more nearly realized on ABC than elsewhere, is not the solution to more balanced programming.

■ " 'Line up and order your spots!' Does this suggest any solution to more diversified programming? If a total magazine concept were to be adopted at current television costs it would only increase competition among the networks and place an even greater risk on them. To be salable the numbers and the circulation would have to justify the cost, and the reach would have to be toward an even greater mass, for there would be no justification whatever for selectivity for the few advertisers who can afford this."

Mr. Killin ended with two major points. He defended tv's on-balance record when compared with the over-all record of trade publications, movies and the legitimate theater. And he called for a "beefing up" of tv's cultural endeavors, which he termed the responsibility of all who use and benefit from the medium. #

Clinton Frank Names Four

Clinton E. Frank Inc., Chicago, has appointed four persons to its staff. They are Chuck Schiappacasse, formerly with Campbell-Ewald Co., a copywriter; Bud Weeding, formerly with Leo Burnett Co., a television writer-producer; Patricia Burke, formerly with John E. Pearson Co., a time buyer; and Seymour Levine, previously with Tatham-Laird, an art director.

WESTERN UNION
TELEGRAM
P ERA327 PD=BALTIMORE MD
R HAWKINS, PACE WHOLESALE=
NYK=
NOXZEMA INTRODUCING NEW MEDI D SKIN LOTION.
TREMENDOUS SALES POTENTIAL. LES AND
PRODUCT INFORMATION ACCOMPA HIS WIRE.
SELL IMMEDIATELY FOR JANUA LIVERY=
W A WITT, NOXZEMA CHE
noxzema
SKIN LOTION
MEDICATED

How Noxzema launched a new skin lotion …with a telegram and a sample

How do you handle a new product promotion to wholesalers?

You get it across big . . . dramatically . . . *everywhere at once.*

Noxzema needed a hot promotion idea which would do all that for its brand-new Noxzema® Skin Lotion. They came up with Western Union Telegram-Plus Service.

In a single day, 3,961 wholesalers from coast to coast got the big picture . . . *with a compelling wire, product sample, catalogue selling sheets, and a telephone desk reminder.* An entire market was readied by sundown!

It was a busy day for Western Union–and a successful one for Noxzema Skin Lotion.

How would you go about the imaginative use of Telegram-Plus? Simply give us your prospect list, your message, and your material. And your promotion's in business!

Like to hear more? Just fill in the coupon and send it to us by collect wire. Or write to us on your letterhead.

Western Union Special Services . . . for action!

TELEGRAM-PLUS • AD DISTRIBUTION SERVICE • SURVEY SERVICE • OPERATOR 25 • TELEGRAMS-FOR-PROMOTION

WESTERN UNION
TELEGRAM

COLLECT

Special Services Division, Dept. A-1
Western Union Telegraph Co.
60 Hudson Street, New York, N. Y.

Please send me more information, without obligation, on your Telegram-Plus Service.

Name____________________

Company__________ Title__________

Address____________________

City__________ State__________

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

Advertising Space Salesman—N.Y. office. Eighty year old national class magazine has opening for resourceful, aggressive beginner eager to learn. Agency or space sales experience desirable but not necessary. Excellent growth opportunity. Start $7,500.

Box 4437, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POLICE DEPARTMENT NEEDS EDITOR Preferably under 30 to develop present 4-page newsletter into finest internal-external house organ in the country, dedicated to reporting and interpreting a dynamic and progressive municipal police department. Copy, reportorial, makeup experience vital. Minimum supervision, maximum results expected. Adequate salary and benefits. No phone calls, please. **Write Public Information Unit, Office of the Superintendent, Chicago Police Department, 1121 South State Street, Chicago 5, Illinois.**

AGENCY MEDIA DEPARTMENT needs experienced gal in Chicago office for buying, research and clerical functions. Needs to be fast, accurate, congenial. Drop a resume or descriptive letter to

Box 4438, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Recession on? Study the job market carefully, before changing. Write for free copy. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4, Ill.**

PUBLIC RELATIONS OPPORTUNITY

Top southern ad agency has opening for public relations specialist. Must have wide experience in planning and executing public relations programs and must be able to present and sell public relations to prospective clients.

Salary plus generous percentage of new business secured.

Write fully, giving complete background, photo, and salary requirements. All inquiries held confidential.

Box 4439, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS MAN

Old established advertising agency has an opening in its Chicago office for a PR man experienced in handling corporate and financial relations. Send resume and letter describing qualifications and salary requirements. All replies confidential.

Write: Bob Hardaker
Albert Frank-Guenther Law, Inc.
1 North La Salle Street
Chicago 2, Illinois.

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
Artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Hard-hitting, self-starting salesman needed by Chicago multiple publisher to represent interests in Ohio territory. Prefer Cleveland base. Remuneration high.

Box 4440, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

Opportunity in Chicago for aggressive, hard-hitting space salesman to cover midwest states for established business publication. Draw plus commission plus all benefits. Send resume.

Box 4465, ADVRTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION MANAGER

Very busy, long-established 4-A Michigan Avenue agency has excellent opportunity for experienced, fast-moving, hard-working production manager. Will have full charge of diversified and challenging mechanical production operations. Good job with good future . . . for a good man. **Phone Mr. Petrie, WHitehall 4-5210.**

HELP WANTED

EXCEPTIONAL OPPORTUNITY FOR AN EXPERIENCED SPACE SALESMAN

Leading publisher in youth field adding to Chicago sales staff. Long-established company offering fine future for man who is industrious and capable of selling firmly established media in growing market.

Prefer applicant with family responsibilities, presently employed. Replies will be held in complete confidence. Send resume to—

Box 4441, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

BUSINESS PAPER EDITORS

Established, expanding Mid-west publisher has managing editor and top editor spots to fill on different publications. Leadership qualities are as important as technical editorial experience. Travel and long hours can be expected in industries with many meetings. Responsibility, authority, and salary go hand-in-hand with proven ability. Submit resume and requirements. Confidence assured.

Box 4470, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FREE LANCE
LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV Commercials. Contact—

T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

ONE MAN SALES PROM. DEP'T.

Major agency sales prom. executive, expert direct mail, contests, premiums, POP, demonstrations, phone campaigns, special promotions and tie-ins. N.Y. location.

Box 4424, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD MANAGER SPACE SALES

15 yrs. depth exp. Lots of know-how, 36.

Box 4442, ADVERTISING AGE
630 Third Ave., New York 17, New York

YOUNG ADV-MARKETING EXEC SEEKS MORE RESPONSIBLE POST

Now with one of top 200 corp. Seeks job as Adv, Sales Promot or Product Mgr.

Box 4443, ADVERTISING AGE
630 Third Ave., New York 17, New York

MERCHANDISE MANAGER

Creative, hard-hitting, top notch background with leading salesminded consumer products companies. Experience includes field management, initiating market research projects, creating point of sale material, direct mail campaigns to drug chains, wholesalers and dept. stores. Administering $1,500,000 promotion budget. Presently employed. Will relocate.

Box 4444, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER ACCOUNT EXEC.

Versatile "idea promoter". Visualize and write in any media. Specific experience includes agency financial accounts with previous background in retail hard lines. Age 30.

Box 4445, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHING EXECUTIVE

Wants to relocate in New York area. Now in charge of editorial planning promotion space sales for group of western trade magazines. Proven creative and administrative abilities. Strong on client agency contact. Family man, college graduate, native New Yorker.

Box 4448, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

PUBLIC RELATIONS

Young man with admin. exp. in full range of PR functions. Arts degree plus grad. work in journalism and advertising. Will relocate. Readily available. Resume.

Box 4447, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PRODUCER SEEKS MORE CHALLENGING RESPONSIBILITIES

Creative self-starter, 39, married, desires singular or combined head-of-department responsibilities as Marketing Manager, Advertising Director, Sales Promotion Manager, Sales Manager and/or Account Executive with manufacturer or agency. At present in N.Y. with major consumer products company as National Sales Promotion Manager. Comprehensive sales, advertising, merchandising and administrative background. Will relocate.

Box 4446, ADVERTISING AGE
630 Third Ave., New York 17, New York

UNUSUAL VERSATILITY—Copy, art, production, contact, administration. 12 yrs. agency, TV, retail experience. Ideas, vision, empathy. Thrive on pressure, challenge. 35.

Box 4455, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR (TOP FLIGHT)

16 years solid experience. Crisp Modern Layouts, Top Finish Art, Handle complete Production, all media. Organize, Contact, Supervise. Will relocate. Salary $9,000

Box 4456, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING MANAGER WHO SELLS! Triple your adv $ returns with my 3-Way ad plan! 16 yrs creative admin exp. Acct Exec; copywrtr; supv productn. Heavy on dealr-distrib promo; nat'l coop advg campaigns; DM; contests; shows; agcy liaison

Box 4457, ADVERTISING AGE
630 Third Ave., New York 17, New York

A.E./AD or S.P. MANAGER. Young (30) college degree, married, $2\frac{1}{2}$ yrs 4A agency, 2 yrs. Asst Ad Mgr with broadcast equipment mfg. Desire relocate South. Resume on request.

Box 4458, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING PRODUCTION ASST.

Seeks Asst. spot in small Ad agency, or trainee pos. in large agency. Has 4 mon. agency exp. & 2 yrs. publ. exp. 3 yrs. Coll. & Adv. Prod. study, 22, marr. Chgo. $6,000

Box 4459, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CAN YOU USE THESE TALENTS? . . .

B.S. and M.S. degrees in psychology. Thorough knowledge in specialty of hypnosis. Outgoing personality with exceptional command of language. Highly skilled in oral and written communications. Many years of graphic arts and publications experience. Suggested areas for employment: consumer or market research; depth interviews with or without hypnosis; TV and radio "pulse surveys"; personnel.

Box 4460, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

VERSATILE ADVERTISING MAN

Creative skills. Liaison, admin. acumen. Sales/image builder. College, Family, 33.

Box 4449, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD MGR/ASST. 14 Yrs divers agy exp. copy, admin, prod, traff coord. seeks challg spot with mfr. NYC. Pres emp. —35—$11,000.

Box 4450, ADVERTISING AGE
630 Third Ave., New York 17, New York

SEASONED EXEC. AVAILABLE NOW FOR ADVERTISERS OR AGENCIES

In addition to 15 yrs as Acct. Exec. plus field work, P.R. and Asst to Pres. large 4A NY agency—also licensed attorney. Exp.—all media-consumer and industrial. Heavy, liquor, auto and containers. Ideal for combined Adv PR Adms/legal position. Resume; references on request.

Box 4451, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING-SALES PRO-PR

(28). Copy contact (consumer). Duties-creative & administrative. Versatile-i.e. sales training, publicity, merchandising, etc. Starting salary open for oppty.

Box 4452, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXPERIENCED COPYWRITER

AMBITIOUS YOUNG MAN, 4 years experience. 2 in public relations. Presently with medium size Detroit agency. Experience includes copywriting on local and national accounts, radio and T.V. production and account supervision. Married, willing to relocate.

Box 4453, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES LETTERS THAT SELL—

sell—sell. I'll put my 30 years experience as sales promotion consultant into rewriting your present letters or preparing originals.

Box 4454, ADVERTISING AGE
630 Third Ave., New York 17, New York

AT LIBERTY
(by choice)

Darn good woman writer! Motion pic and slidefilm specialist.

Box 4464, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER WANTS TEMPORARY OR part time work in Chicago or mid-west area. 10 yrs. experience in industrial copy, mail order, catalog and technical writing. **Call Don, UNiversity 4-7064 (Evanston Ill).**

GIRL FRIDAY-THROUGH-THURSDAY

Admin. Asst. Experienced in media, copy, P.R. Able to cope with all functions from exec. secy to client contact. Resume.

Box 4466, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

Rare opportunity for services of top volume producer covering N.Y. Area. Experienced, conscientious.

Box 4468, ADVERTISING AGE
630 Third Ave., New York 17, New York

Are You Covered Institutionally?

Merchandising minded publicist in volume-feeding field, available part-time, full-time . . . anywhere. Uniquely able to deliver meaningful, high calibre publicity—the kind that generates sales.

Box 4471, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

CHALLENGING OPPORTUNITY for seasoned space salesman, for national trade monthlies, construction classification, to cover Michigan-Indiana, based in Detroit. Excellent future with multi-publication firm, moderate size, solid, growing faster than its field—itself a growth industry. Good income for right man, and more to come for the man who produces. Position open now. Send complete resume to

Box 4413, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE CADETS TO "ORBIT" AD $'S

Experienced "team of four" with top contacts in farm field desire to add additional pub. Cover Eastern states Va. to Maine. Hdqtr. NYC. Your Eastern gross should exceed $50M to be worthwhile for both parties.

Box 4461, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4467, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

FOR SALE

Real opportunity for publisher regional trade weekly N. E. area Principals only—

Box 4462, ADVERTISING AGE
630 Third Ave., New York 17, New York

Advertising art & photo studio wants to expand. Has excellent profit sharing proposition for responsible art representative or account executive controlling active billings. Confidential.

Box 4463, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

FREE LANCE COPY-LAYOUT IDEAS

—ads, folders, catalogs, etc. Imaginative, resourceful—indust., consumer, corp., ads—copy-layout to finish. Reasonable.

Box 4415, ADVERTISING AGE
630 Third Ave., New York 17, New York

$10-Million-Plus Agency Needs Three More COPYWRITERS

1. **Farm**
2. **Industrial**
3. **Package Goods**

If you're our kind of writer you'll be so well-rewarded and happy here that you'll never again answer an ad like this. You'll move up to copy supervisor as fast as you earn the title, and our copy chief will gladly help you take his job away from him!

We don't care how old or young you are if you're a real "pro" who gets a thrill out of creating exciting ads. And you know that means sparking basic themes and stopper headlines, as well as writing persuasive copy.

We're a long-established agency with 1961 ideas. Our headquarters (and these jobs) are in a large Midwest city (not Chicago) that offers a wonderful life for your family. We have three branch offices, one of which was opened in 1960—and we're still growing. That's why we need *you* to join the other top creative men who have come with us from New York and Chicago.

Please write fully and, if possible, enclose a snapshot. You'll hear from us promptly because we're in a hurry!

Box 553, Advertising Age,
200 E. Illinois St., Chicago
11, Ill.

ADVERTISING

The nation's number one advertising placement agency. We offer coast-to-coast service.

CREATIVE DIRECTOR **$20,000**
Requires top flight agency exp. in complete campaigns, direct mail, TV, radio. Exc. opportunity.

COPYWRITER **$15,000**
Solid bkgd. in major food accts. Print and TV. Must write copy which moves mdse. rapidly.

ART DIRECTOR **$17,000**
Capable administrator; board work for print and TV. Will create campaigns, purchase art, etc.

MARKETING MANAGER **$15,000**
To head expanding Mktng. Div. of Ad Agency. Will develop premiums, sales incentives. All phases of Mktng.

Contact B. L. Clem on above

★ ★ ★

COPY CONTACT **$12,000**
Agency exp. in industrial, consumer collateral material-copywriting and client contact.

ACCOUNT EXECUTIVE **$15,000**
Agency exp. in air and marine industry and or heavy industrial account work.

ART DIRECTOR **$10,000**
Creative working art director to direct a staff of four plus doing his own art work.

MARKET RESEARCH .... **$8 to $10,000**
Food exp. desirable — exp. in ratings analysis, working knowledge of I.B.M. equipment essential.

Contact Marion C. Mills on above

★ ★ ★

COPYWRITER **$9,000**
Young, Degree in Journalism plus technical or electronics bkgd. 2 or more years experience.

MGR. CHAMBER OF COMMERCE .... **OPEN**
Age open, Indus. devel. exp. Retail promotion, organizational & P.R. bkgd. Agr. knowledge.

PUBLIC RELATIONS **$8,5-9,000**
Large mid-west firm will train man 30-32 with good n.p. bkgd. Rapid advancement.

ASST. ACCT. EXECUTIVE **$6,5-7,000**
Food experience, know all media, fast promotion for alert, resourceful young man.

Contact Betty Drew on above

★ ★ ★

DRAKE INC. PERSONNEL
29 East Madison Bldg., Chicago 2, Ill.
Financial 6-8700

A NEW YEAR—A NEW JOB

A New Opportunity of A Lifetime

Wanted By One Of The South's Leading Agencies

TOP CREATIVE COPY WRITER

Drug and Cosmetic Experience Essential. Must Be A "Producer" Both in Quality and Quantity—All Media— Salary to Match Ability—35 to 45 Year Age Group

You'll be happy *here*—a half dozen ex-Madison Avenuers already *are*! Broad creative freedom, agency staff of 50. No "politics", no "ulcer atmosphere". You'll revel in the opportunity of being a top creative team member to help originate, test and launch new products—guide present products to even greater success. One agency client ranks among nation's top 100—close contact with client advertising and sales groups. Never a dull moment, every day a new challenge!

Salary to match the man—must have initiative, determination and all-around creative ability—seasoned experience including successful copy writing on proprietaries and cosmetics in print, air, all media. Send complete resume. Our organization will happily welcome the man we seek. All replies in strict confidence. Address President, Box 547, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

TWO SENIOR COPYWRITERS

Please do not waste your time and ours by answering this advertisement unless you are a top industrial copywriter with major experience . . .

(1) ON PLASTICS

such as polyolefins, cellulosics, polyesters, etc. sold to extruders, molders, etc.

(2) ON CHEMICALS

such as solvents, resins and intermediates. This is a highly technical writing assignment and calls for a B.S. in chemical engineering or chemistry.

Both are responsible, rewarding positions in New York City. If you can qualify, write in full giving education, business experience and salary requirements.

Box 560, ADVERTISING AGE
630 Third Avenue, New York 17, New York

ADVERTISING AGENCY WANTED

Established company seeks advertising agency to launch new food product for consumer market; Either locally or nationally. Percentage of profit basis or your offer. Write

Box 545, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Our 50th Year

MERCHANDISING Manager—excel. oppty. expanding Chicago agcy.	$15,000
SALES PROMOTION—must have Chain food exp.—mid-west	12,000
COPYWRITER—Industrial exp. with mfr. or agency	10,000
JR. COPYWRITER—good potential with leading mid-west mfr.	6,500

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

ADVERTISING-MERCHANDISING EXECUTIVE AVAILABLE

Present chain-drug advertising manager seeking advancement opportunity with aggressive firm in need of seasoned executive. Successful 15 year creative and administrative record. Strong promotional marketing experience with top retail organization. Professionally capable of administering large budget, creation and production of effective merchandising program. Practical, corporate-minded self starter.

Box 557, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

AD/PROM/PR MGR. AVAILABLE
Formerly with A. C. Nielsen Co., Amer. Inst. of Ldrg., Kelvinator, Hammond Organ, Wincharger, etc.

Contact me if you have or know of a congenial, challenging spot for my 20 yrs. exp. in marketing, (adv., sales prom., pub. rel., sales, sales mgt., mktg. research). Good mgr., creative writer, lucrative ideas. Know graphic arts. Will relocate. Ask for resume.

WRITE: Bill Stekelberg
218 Donald Terrace
Glenview, Illinois
CALL: PArk 4-3932

SALES PROMOTION DIRECTOR

Experienced with publicity, advert., sales promotional tools and programs to set up operations in aggressive, growing ins. co. Prefer college grad., under 35, with ins. exp. Growth opportunity in small midwest city, adjacent to a lake.

Send resume including present earning and salary expected to Box 558, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

AN URGE TO MERGE?

We're a skilled, sagacious, solid . . . and small agency (about $500 M). We would like to make it about $1,000,000. If you're like us you have positive feelings about the benefits of merger and you appreciate its potential. Let's hear from you. *Please, no window shoppers.*

Box 530, Advertising Age
630 Third Ave., New York 17, N. Y.

ATTENTION MAGAZINE PUBLISHERS!

Publishers' representative in business 24 years with well established offices throughout the United States is in a position to add one or more publications.

Please write to Box 554
Advertising Age
630 Third Avenue
New York 17, N.Y.

ADVERTISING
POSITIONS AVAILABLE

- **ACCOUNTS SUPERVISOR**—#3 man for ad agency $20,000
- **MARKET ANALYST**—Chem degree plus chem sales exp. $12,000
- **SALES PROMOTION**—Instrumentation bkgd + sales promo exp. $12,000

For male advertising positions, both agency and corporate, in the Mid-Atlantic states. Send your confidential resume in duplicate to:

Advertising Division
STURM-BURROWS & CO.
Executive Search and Personnel Placement Specialists
1420 Walnut St. Phila. 2, Pa.

PUBLIC RELATIONS EXECUTIVE

Internationally known midwestern manufacturing firm in medium-size city has an opening in Public Relations Department for Institutional Services Manager. An excellent opportunity for a resourceful, creative young man (30-35) who can demonstrate initiative and proven ability to develop and implement comprehensive institutional promotion programs encompassing institutional advertising, special events, educational programs, etc. Also handle stockholder relations. Must be able to work with and direct outside PR and advertising agencies. Please send salary requirement and resume to:

BOX 548, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

FOR AGENCY HEADS IN N.Y. & PENN.—ALSO THE PROVINCE OF ONTARIO

Looking for this kind of a "pro"?

His Specialty: Industrial advertising . . . but has good consumer goods background. So needs little education in either direction. Knows new business, creative, administrative ends.

His Present Job: President of small but successful agency serving national advertisers in 3-state area. 4 years.

His Past: From 4A agency copy man, to account man, to executive vice president. Earlier . . . with advertising departments of 2 major manufacturers. Total years in the business . . . 23.

His Reason for Considering Change of Jobs: Would like to move closer to the St. Lawrence River (Thousand Islands) where he has interests.

His References: Good people, professionals, some of whom you may know.

His Job Preference: Best suited to function as right arm to agency head needing a man who can handle himself in all phases of the business. Also ideally suited for the agency head who wants to keep his shop in shape but is considering spending less time at the office.

His Salary Needs: Depending on location, the new business factor enters. He could probably pay his own way in the Phila.-N.Y. area with new business. At any rate his base should be somewhere around $20,000.

His Personal Background: College honors. University lecturer. Protestant. Age 44. You don't have to worry about his appearance or ability to handle himself under most any business or social situation which might arise.

Box 546, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

METALWORKING SPACE REP FOR TOP PUBLICATION

Cleveland-Detroit replies. Guaranteed salary and expenses plus bonus arrangement. Requires worker for undeveloped potential. Our staff knows of this opening. Resume to Box 556, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING and SALES PROMOTION MANAGER

This position, new to our organization, has been created by expansion and recent acquisitions. We offer this exceptional opportunity to a man who has acquired "top level" experience in marketing, sales promotion and similar fields.

We are a nationally known manufacturer of quality vending machines and related products. Two sales divisions—sales through franchised distributors and sales direct to dealers. Our headquarters are in Chicago.

Resume should include experience, education and compensation.

All replies will be held in strict confidence.

BOX 549, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

WANTED YOUNG A. E.

with 50,000 to ? billing, must know copy. Opportunity to own part of a young, progressive ad agency. Write 551, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

NEED PR IN ST. LOUIS?

The expert is the man *in* town! Give us your PR, publicity or special promotion jobs in St. Louis to cut your costs and get more out of the market. Reasonable fees. Write, wire or 'phone.

ART WILLIAMS, INC.
111 S. Meramec, St. Louis, 5
PArkview 5-7333

ART WORK BY MAIL
PERSONAL SERVICE
Write to RAYMOND LUFKIN
Tenafly, New Jersey
Telephone LOwell 8-4860

HAVE BRAIN WILL TRAVEL

Senior AE with outstanding creative, copy, selling experience looking for greater opportunity . . . AGENCY or ADV PR DIRECTOR OF CORPORATION. East or native midwest. Salary depends on opportunity.

Write; you will profit in results.

Box 559, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

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the copy shop
MU 3-1455
270 madison/ny 16

Copywriting Studio Confidential Work

Add 26 copy experts to your staff—*but not* to your *payroll*—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication
any kind — any medium

DIRECTORY SALES EXPERT

Excellent opportunity to sell heretofore untapped professional market in New York City area. High commission. Immediate permanent opening.

Box 552, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1 ILLINOIS

PUBLICITY
CONVENTION

COMMERCIAL
INDUSTRIAL

DON HARRIS NEEDS:

COPY, agency, hard goods and building materials experience, also in supervising layouts, finished art	to $18M
COPY, Non-formula writer. Medium-size proud-of-its-copy agency. Print, some TV. Probably late 20's, 30's	$13-$15M

FOOD-CHAIN ADVERTISING-SALES PROMOTION. An important, growing chain is asking Don for a few younger men sighting toward management.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago. WA 2-9400

Top-flight trade association in the building materials field seeks a young, aggressive, versatile writer to be responsible for promotional assignments. The person we are looking for is 25-30 filled with ambition, heavy on ideas and feels right at home turning out bright, lively copy. Salary open.

Box 555, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

ART DIRECTOR

Large national point-of-sale organization needs designer-art director to head cardboard division of 14 man studio. Display background desirable but not essential. More importance: creative thinking, capable of turning out highly imaginative, modern design for the point-of-sale display and direct mail needs of top national consumer accounts. Your opportunity to be part of an aggressive, growing company and enjoy working on a high level of creativity. Many company benefits. Top salary to right man. Send resume to **Roger Rex—Display Corporation—Milwaukee, Wis.**

Mennen Boosts Champ Fight on Regular Shows

NEW YORK, Jan. 12—Mennen Co. expects to build interest in the heavyweight championship fight between Floyd Patterson and Ingemar Johansson by ballyhooing the bout on some of Mennen's regularly sponsored radio sports shows. Mennen has signed as a co-sponsor of the ABC radio broadcast of this third bout between the champions from Miami Beach March 13.

The company also plans to use point of sale material to tie in with the boxing classic. The men's line, including Mennen Skin Bracer, Spray deodorant, Sof' Stroke shave cream, tube shave creams and talcum powders, will be promoted in the commercials. The order was placed by Warwick & Legler.

■ ABC, which had carried exclusive radio coverage of the second Patterson-Johansson bout last year, paid a record $300,000 to TelePrompTer for the rights this year. Mennen reportedly paid half of the $350,000 at which Robert R. Pauley, vp in charge of ABC Radio, valued the package, to include time and production costs as well as rights. The network hopes to sign a co-sponsor soon. #

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

Newhoff-Blumberg Moves Offices, Names Two

Newhoff-Blumberg Advertising Agency, Baltimore, has moved to new offices in the Court Square Bldg. At the same time, the agency has appointed Franc Miller art director and has named Louis Pedlar account executive.

Western Names McKibbon

Western Advertising Systems, Sacramento, outdoor advertising company, has appointed Robert D. McKibbon general sales representative. Mr. McKibbon formerly was with Cresmer & Woodward, San Francisco.

THE CHAMP

What a wallop a low-cost message packs in The Advertising Market Place! Your ad hits over 177,000 top marketing men. Gets championship action. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $__________

My Name____________________

Street____________________

City____________ Z___ State________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

Raphael to 'Harper's Bazaar'

Isabelle Raphael, formerly with B. Altman & Co., has joined *Harper's Bazaar*, New York, as copy chief for the magazine's promotion department.

WAVE-TV viewers have 28.8% more TIRED FACES

—and they buy 28.8% more cosmetics, toiletries and beauty aids in general!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE

NBC SPOT SALES, National Representatives

Chicago 'Sun-Times,' 'News' Offered in Combination; City & Suburbs Buy Possible

CHICAGO, Jan. 10—The *Chicago Sun-Times* and *Chicago Daily News*, the newspaper division of Field Enterprises, this week kicked off a major promotional campaign to announce a new schedule of combination rates for national advertisers which also permits national advertisers to buy city-and-suburban-only circulation in the two papers for the first time.

The *Sun-Times* (morning and Sunday) and the *News* (evening) also announced a new combination rate for classified advertising.

■ The new combination rates start with 1,000 lines. For this space, the rate is $1.41 in either the *News* or the daily *Sun-Times*; in combination it is $2.538 for a full run, and $2.286 for city and suburban only. For 100,000 lines or more, the rate is $1.30 in either paper, or $2.34 for the combination; if only city and suburban is bought, the combination rate is $2.11.

For a page, the *News* rate (standard size) is $3,150; the daily *Sun-Times* (tabloid) is $1,525; in combination it is $4,207.50 for full run, $3,742.61 for city and suburban. For 50 pages the *News* page rate is $3,025 and the *Sun-Times* rate $1,462.50; the combination is $4,038.75 for full run and $3,592.42 for city and suburban.

Latest available circulation figures show the combination delivering 1,105,667 total copies on a daily-except-Saturday average, of which 983,621 were city-and-trading-zone.

■ The promotional campaign, announcing the combination rates and the availability of city and suburban only, was developed by Earle Ludgin & Co., advertising agency for the newspapers, and involved multiple pages in advertising and trade papers, full pages in a number of newspapers, luncheons for advertisers in Chicago, New York and Detroit, and a variety of mailings, brochures, films, etc. The initial promotion, including the research upon which the promotion is based, involved an expenditure considerably in excess of $500,000.

Basis of the new setup is a study by W. R. Simmons & Associates, New York researcher, of reading habits, family characteristics and buying habits of Chicago city and retail trading zone families.

It involved 4,374 validated interviews on a scientifically designed random sample, and is said to be the first study of its kind in Chicago to receive the approval of the Advertising Research Foundation for methodology and technique.

■ The study, published in a 64-page brochure, "Chicago Now," reports that 72% of Chicagoans read a daily newspaper "yesterday," and 83% read a newspaper in a typical week. But, says the study, no single newspaper now covers a majority of the city and suburban population. Largest coverage, it reports, is that of the *Chicago Tribune*, 38.4%; others are *Sun-Times*, 30.7%; *Daily News*, 24%; and *Chicago's American*, 19.4%.

The study also shows relatively small duplication in coverage among papers. The smallest unduplicated factor—39.1%—applies to the *Daily News-American* combination; the largest—57.6%—to the *Sun-Times-Tribune* combination. With three-paper combinations, the unduplicated per cent of coverage ranges from a low of 57.1% to a high of 65.8%. On the basis of these figures, the Field newspapers reiterate the former *Sun-Times* claim that "it takes two (or more) newspapers to provide effective Chicago coverage."

■ The Simmons study, made at the same time as the 1960 census, contains a wealth of information on the Chicago market, including analyses on age, sex, income, marital status, education, families with children, housewives, working women, index of social position, leisure activities, and ownership of homes, automobiles and appliances. It can tell you, for example, how many newspaper readers are living in households which:

- Purchased an electric fry pan 1956-1958 (872,000);
- Purchased an electric fry pan since January, 1959 (418,000);
- Own an imported car, bought new (67,000), or a compact car, bought new (109,000);
- Own a boat (219,000).

■ Or maybe you'd like to know how many of these people went bowling during the past month (736,000); or went to the movies (1,547,000); or attended a concert (236,000). Perhaps you are interested in the number (544,000) who bought classical records in the "past three months," or those (985,000) who bought popular records during that period, or a detailed breakdown of how many trips for what purpose using what modes of transportation were used by the 1,833,000 who took a vacation trip in the "past 12 months."

If you are a female, however, you'll probably find most significance in two statistics: (1) The area has 450,000 single males and only 367,000 single females; and (2) there are 170,000 widowed, separated or divorced males, and 517,000 females in these categories.

$560,000
IN 1960
FOR TWENTY NEW LUXURY BUSES

ULTRA NEW – FULL VIEW
AIR-SOFT RIDE

100 The Transport Co.

REPORT—*Transport Co., Milwaukee, marks its 100th year of public transit service with 1,000-line ads in the Milwaukee Journal and the Sentinel. The ad reports on its 1960 expenditure of $560,000 in 1960 for 20 luxury buses. Grabin-Shaw is the agency.*

McNamara Gets Stamp Award

Harley V. McNamara, president of National Tea Co., Chicago, has been named recipient of the Trading Stamp Institute of America's Management Achievement Award. The award will be presented Jan. 18 at a luncheon at the Sheraton Blackstone Hotel.

T-L Gets Ovaltine in Hawaii

Ovaltine food products division of the Wander Co., Villa Park, Ill., has assigned Ovaltine advertising for Hawaii to Tatham-Laird, Chicago, which has the account in the continental U. S.

Linen White Names Bennett

Linen White Products Co., Clinton, N. C., has appointed Bennett Advertising, Raleigh, N. C., to handle its advertising.

INTER-OFFICE MEMO

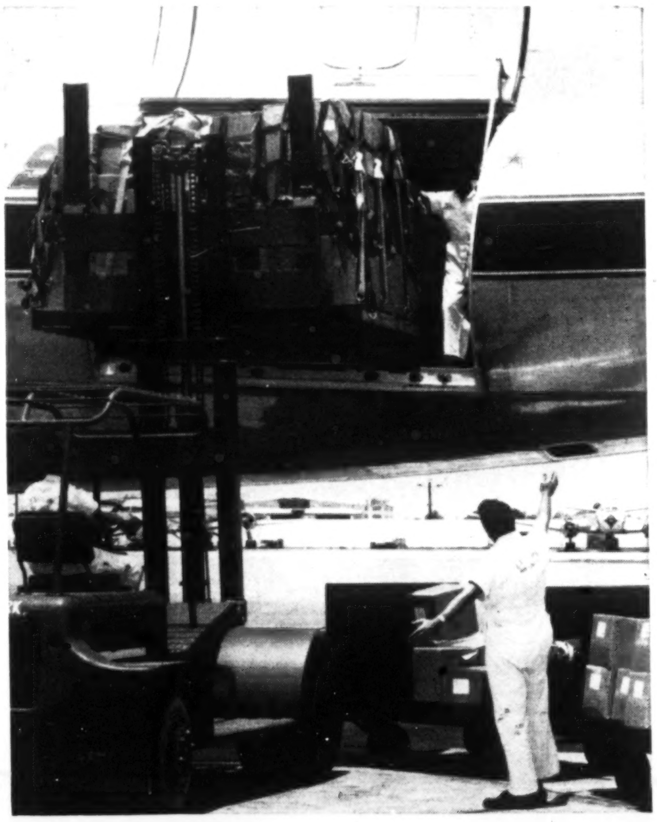
Warren:
It would be a good idea to let your customers know that last year we carried more man-made fiber editorial content than did the other two leading textile papers combined.
FPB

In this fastest growing portion of the textile industry, the *Reporter* consistently leads in editorial content directed to the operating mill man.

To get your story through to this growth market, place it in the magazine which best covers that market. Phone our representative for details.

AMERICA'S TEXTILE Reporter

ADVERTISING AND PRODUCTION OFFICES:
286 Congress St., Boston 10, Mass.
NEW YORK 17, 60 E. 42nd St.
GREENVILLE, S. C.—S. C. Nat. Bank Bldg.
CHICAGO 1, ILLINOIS, 360 N. Michigan Ave.



Now—EASTERN'S Flying Freighters offer

OVERNIGHT DELIVERY

New York—Miami—San Juan
New York—Atlanta—New Orleans—Mobile—Houston
Chicago—Atlanta—Miami—San Juan

- Reserved space on every Freighter flight.
- Pressurized and temperature-controlled.
- Flights daily except Saturday and Sunday nights.
- Pickup and delivery service available.

In addition, Eastern offers freight space on over 400 daily passenger flights—including DC 8-B Jets and Prop-Jet Electras—to 128 cities in the United States, Canada, Bermuda, Puerto Rico and Mexico.

For Information and Freight Reservations, call your Freight Forwarder, Cargo Agent or Eastern Air Lines.

EASTERN AIR LINES

Most TV Shows Win Plaudits in Trendex Reports

(Continued from Page 4)

(66) as well as in ratings (22.5).

Quiz and panels came in strong as a category on the basis of ratings, and some of the individual programs that have been around a long time, such as "I've Got a Secret" (R. J. Reynolds and Bristol-Myers), have closely associated themselves with their sponsors in the minds of viewers. Even "The Price Is Right" drew strong sponsor identification despite competition with the wealth of products that are given away on the show.

For masculine appeal westerns and adventure series were standouts; sports were not covered in these Trendex category averages. When the man is master of his own tv set, he is most likely to turn on this kind of show—again, of course, discounting sports, which weren't considered in this study. And westerns came in with a healthy average in the rating department. As always they had a good representation in the top ten, which was led by "Gunsmoke."

▪ Supporters of hour dramas can take comfort from the program selectivity rankings for women. Personality shows were high on the sponsor identification list; among them: Ernie Ford for Ford; Lawrence Welk for J. B. Williams and Dodge; Dinah Shore for Chevrolet, Perry Como for Kraft, and the previously mentioned Mr. Sullivan for Kodak and Colgate.

Among the shows with the highest enthusiasm quotient, that is a large percentage of people tabbing them "one of the very best," were "Wagon Train," Mr. Como, Mr. Ford, "Perry Mason," Mr. Welk, "Meet the Press," Danny Thomas, "Father Knows Best," the "Twentieth Century" and "Bonanza."

Interestingly enough there were virtually no shows with any substantial "poor" ranking, in the reaction column. And what did this prove? Perhaps, that almost nobody wanted to admit wasting his time watching a "poor" television show.

Do you fully realize that by losing out on January Sales…In Twelve Years you will have lost a year's profit…putting you one year back from retiring…saddled one more year with your old car…one year behind in payments on your wife's mink coat…in debt with the dentist for your kids' braces…and tripping on your worn out rug?*

MAKE
JANUARY A
BEGG
MONTH

*Sell MR. BIG, John Begg, for weddings, birthdays, parties and just plain ole entertaining

SOBERING THOUGHT—*Latest in the House of John Begg's sales-prodding ads just launched in beverage publications is this full-page b&w suggestion to "Make January a Begg month." Katz, Jacobs & Co. is the agency.*

General Mills Offers New Companion to Route 900

General Mills, Minneapolis, is now offering a ready-to-drink companion product to its Route 900 weight control food. Available in chocolate and vanilla flavors, the base concentrate will be mixed with whole and skim milk at dairies for distribution in cartons by milk route drivers or through dairies' retail outlets.

The company originally introduced Route 900 in cartons of 12 individual packets, a three-day supply. The consumer mixes a packet with a glass of vitamin-fortified skim milk four times a day when following a strict 900-calorie diet.

'Electro-Tech' Names Drake

Robert G. Drake, formerly New England sales representative of *Electro-Technology* (formerly *Electrical Manufacturing*), has been named sales manager of the Conover-Mast publication. He succeeds Phillip T. Heffernan, who has joined Ziff-Davis Publishing Co., New York, as publishing director of three electronics magazines.

'Nothin' Says Lovin' '...

Cake Mix Trio Wage $29,000,000 Ad War

(Continued from Page 1)

29% for 1959. The company last year reduced its network and spot tv expenditures to 25% of its cake mix budget (33% in 1959), and cut down its magazine allotments from 38% in 1959 to 33%.

There are no exact data concerning share of market rankings of the three giants in 1959. But from various sources ADVERTISING AGE has been able to glean the following:

General Mills and Pillsbury finished in a dead heat, with both having about 25% share of market, and Duncan Hines running third with about 22%. One source placed General Mills in top position in 1959, with 25% share of market; Duncan Hines second, with about 23%; and Pillsbury third, with 20%.

Although General Mills lost the top position last spring to Duncan Hines, through November, 1960, General Mills had moved back on top with 25% share of market. Duncan Hines was second, with 23.5%; Pillsbury third, with 19%; General Foods (Swans Down) fourth with 11%.

Although 1960 media expenditures are not available, it is estimated that General Mills invested between $8,000,000 and $9,000,000 in cake mix advertising during the year. The company brought out a number of new cake mixes during the year, as did Pillsbury and Duncan Hines.

• **Pillsbury**—Noted for its big, beautiful cake ads in newspapers and magazines for many years and winner of numerous awards for these ads, Pillsbury dropped all print advertising last October and is concentrating its current efforts in spot and network television.

In 1959, Pillsbury invested some $2,000,000 (22% to 28%) in newspapers and supplements for cake mix ads; $1,000,000 (14%-18%) in magazines; and $2,000,000 each in spot tv and network television (57%-60%).

One source estimated that Pillsbury invested some $8,500,000 in 1960 for cake mix ads, allotting 70% of its '60 cake mix budget to network and spot tv combined, 15% for magazines, 12% for newspapers and 3% for other forms of advertising.

▪ Pillsbury told AA that it stopped using newspaper supplements last June 1, that it discontinued magazine advertising at the end of October, and that it ran few newspaper ads last year. Pillsbury currently is sponsoring one nighttime network tv show and three daytime net tv shows, plus a heavy spot schedule. The company declined to say what media it would use this year or how much money it would spend for cake mixes.

It appears that Pillsbury has lost more ground to Duncan Hines in the cake mix race than did General Mills. At the end of 1959, Pillsbury and General Mills each had about 25% share of market.

Conceivably Pillsbury's position in the cake mix field also may be affected by a ruling last December by the Federal Trade Commission (AA, Dec. 26), which ruled that Pillsbury must put the Duff baking mix division of American Home Foods back in business as an independent competitor.

The FTC said Pillsbury was one of two companies (the other apparently was General Mills) which together controlled some 66% of the U.S. cake mix field in 1954.

Pillsbury said it would appeal the ruling. The company said the public benefited by its purchase of Duff because "consumers now have a far wider selection of goods at lower prices than they had previously."

• **Procter & Gamble** (Duncan Hines cake mixes)—Since taking over the Duncan Hines cake mix business from Nebraska Consolidated Mills in August, 1956, P&G has made impressive inroads in the field. Expanding the distribution of the mixes on a market-by-market basis, P&G finally achieved national distribution about a year ago.

In typical P&G style, the marketing giant has poured millions into the promotion of the Duncan Hines brands. Early in 1960, the company announced that it would spend $7,000,000 in spot tv for the mixes. One source estimated, however, that P&G invested between $10,000,000 and $12,000,000 in cake mix advertising last year, with some 95% of its budget in tv.

Duncan Hines rose to the top in the layer cake division in 1959. Last May, it became the leading cake mix brand, capturing some 25% of the market, apparently it ended up in second position at the end of 1960.

▪ With some 95% of its cake mix budget in tv, P&G concentrated most of its money in spot tv last year, a switch in emphasis from 1959 when most of its tv money went into network shows. The other 5% of P&G's budget has gone into newspapers.

One major reason for the success of the Duncan Hines mixes—besides the blockbuster ad campaigns—is that P&G's long experience in the shortening field (Crisco) has led to the development of shortening in the Duncan Hines mixes that has a very long shelf life. This shortening reportedly improves the flavor of the cakes—one factor which helps keep the housewives coming back for more.

▪ Far behind the Big Three is General Foods, which markets Swans Down cake mixes. General Foods has an estimated 11% share of market. The company invested only $735,348 in 1959 in magazines, newspapers and spot tv for cake mix ads—a miniscule budget when compared to those of the Big Three.

The agencies involved in the cake mix fracas include Compton Advertising and Gardner Advertising Co. (Duncan Hines); Batten, Barton, Durstine & Osborn (General Mills); and Leo Burnett Co. (Pillsbury). Young & Rubicam handles Swans Down cake mixes. #

MYRON G. CHAMBERS

KNOXVILLE, TENN., Jan. 10—Myron G. Chambers, 71, president of the Knoxville News-Sentinel Co., died Dec. 31 of a heart ailment.

Mr. Chambers came to Knoxville in 1923 as business manager of what was then the Scripps-Howard chain's newest newspaper, the *Knoxville News*, later to become the *News-Sentinel* in a merger in 1926 with the old *Sentinel*. He held that post 33 years and retired Oct. 1, 1956, continuing, however, as company president.

Mr. Chambers was treasurer and executive committee member of Southern Newspaper Publishers Association for years and was active in American Newpaper Publishers Assn.

He was long the recognized dean of the business managers of the Scripps-Howard chain. He was the senior of this group in service as early as 1949.

WILLIAM PETERS

ATHERTON, CALIF., Jan. 10—William E. Peters, 72, who retired last October as manager of the San Francisco office of Hearst Advertising Service, died here Jan. 6 at Palo Alto-Stanford Hospital after a long illness. Mr. Peters had served with the Hearst advertising organization for 36 years. #

Trendex TV Category Averages, November, 1960

Ratings

1.	Gunsmoke (L&M, Remington Rand, CBS)	35.3
2.	The Untouchables (Participating sponsors, ABC)	32.5
3.	Wagon Train (Nabisco, R. J. Reynolds, Ford, NBC)	29.9
4.	Chevy Show (NBC)	25.8
5.	77 Sunset Strip (Participating sponsors, ABC)	25.6
6.	Perry Como (Kraft, NBC)	24.3
7.	What's My Line (Kellogg, Sunbeam, CBS)	24.0
8.	Price Is Right (Lever, Speidel, NBC)	23.4
9.	Have Gun, Will Travel (Lever, Whitehall, CBS)	23.1
10.	Lawman (R. J. Reynolds, Whitehall, ABC)	22.7

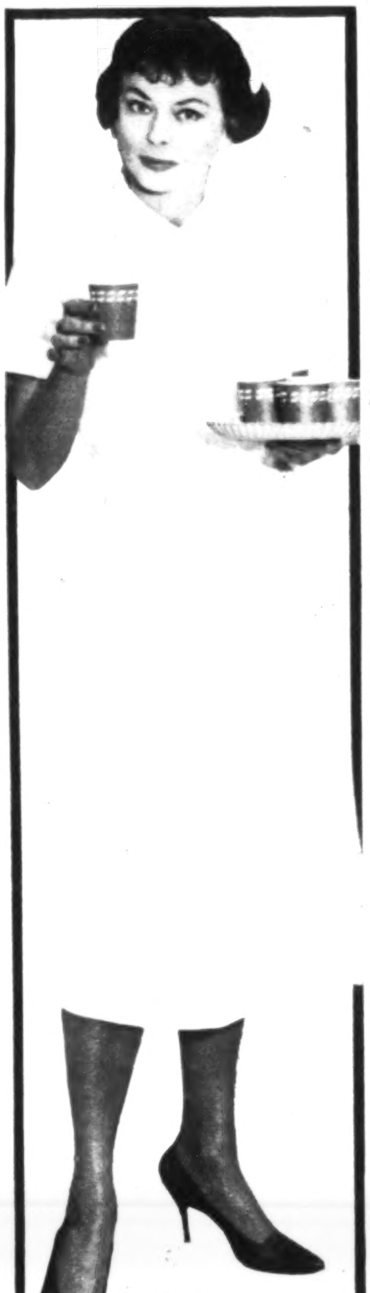
Sponsor Identification

1.	Tennessee Ernie Ford (Ford)	85
2.	Lawrence Welk (J. B. Williams and Dodge)	84
3.	Bell Telephone Hour (Bell System)	80
4.	Chevy Show (Chevrolet)	79
5.	Influential American (General Electric)	77
6.	Perry Como (Kraft)	74
7.	I've Got a Secret (Bristol-Myers, R. J. Reynolds)	68
8.	Boxing (Gillette & Miles)	67
9.	Ed Sullivan (Kodak and Colgate)	66
10.	Circle Theater (Armstrong)	62

Trendex Category Comparisons—Averages by Network TV Program Types

November, 1960

			Type of Viewing Home				Audience Composition					Program Selectivity						Selector Ratings					Reaction to Series					Sponsor Identification
	Number of Shows	Rating	Adult	Adult & Teenager	Adult Teen-Child	Adult-Child	Men	Women	Teenage	Child	Total	Men	Women	Teenage	Child	Sets on	Unanimous	Men	Women	Teenage	Child	Sets on	Best	Good	Fair	Poor	Don't Know	Correct
DRAMA-HALF HOUR	9	13.3	43	13	15	29	0.67	0.94	0.24	0.49	2.34	20	32	7	10	12	19	4	7	1	2	2	20	48	13	1	18	35
DRAMA-HOUR	2	11.1	53	11	12	24	0.66	0.99	0.17	0.30	2.12	22	43	4	4	15	12	4	6	1	1	2	13	51	12	1	23	44
VARIETY	9	19.9	57	9	10	24	0.76	1.10	0.15	0.30	2.31	17	40	3	4	7	29	9	14	2	2	1	32	47	11	1	9	73
SITUATION COMEDY	23	15.3	35	12	18	35	0.58	0.89	0.28	0.69	2.44	13	28	10	18	11	20	4	7	3	5	2	18	48	16	1	17	36
ADVENTURE	3	13.4	42	10	15	33	0.75	0.87	0.24	0.47	2.33	29	23	8	10	13	17	6	5	2	2	2	11	48	18	4	19	26
DETECTIVE-MYSTERY	20	16.1	45	12	13	30	0.76	0.97	0.22	0.34	2.29	26	30	7	5	12	20	7	8	2	1	2	18	47	16	2	17	28
WESTERNS	21	17.8	44	12	14	30	0.81	0.87	0.23	0.56	2.47	33	20	6	9	9	23	9	7	2	3	2	18	47	18	2	15	32
QUIZ AND PANEL	6	17.9	54	10	11	25	0.69	1.01	0.18	0.24	2.12	19	37	5	4	14	21	7	11	1	1	2	21	47	18	3	11	53
CHILDREN'S	5	13.5	25	8	20	47	0.59	0.66	0.22	1.35	2.82	11	12	5	51	7	14	3	3	1	7	1	18	41	9	1	31	30
NATIONAL AND WORLD ISSUES	6	8.5	64	11	7	18	0.77	0.95	0.22	0.15	2.09	31	31	3	1	11	23	5	5	1	#	1	24	44	7	1	24	21



NOW...
DEMONSTRATE
YOUR PRODUCT
IN 1-10-OR
200 CITIES!

Place added sales strength behind your product at the point-of-purchase . . . in 10, 50, or 200 cities **simultaneously.** Thousands of qualified Manpower employees available **immediately.** We supervise and pay wages, taxes, insurances.

Save yourself time, trouble, money. Eliminate advertising, record-keeping, unemployment compensation claims. Call, write or wire for full information including case histories. No obligation, of course.

MANPOWER, INC.
Dept. MI 820 N. Plankinton Ave., Milwaukee, Wisconsin

and over 200 branch offices in the U.S., Canada, Mexico and Europe.

J&J Schedules $5,000,000 Push to Launch Micrin

(Continued from Page 1)

ey is being spent "than on Band-Aid adhesive bandages and Johnson's baby powder combined."

Listerine, a product with a venerable advertising history, has long reigned over the mouthwash market. According to Warner-Lambert's own figures, it does 60% of the $70,000,000 mouthwash business; outsells the next brand (Lavoris) six to one; and does 90% of all mouthwash advertising.

Listerine advertising has been running at more than $6,000,000 a year, and Warner-Lambert said this week that it is prepared to spend more money in 1961 to repel the Micrin invasion.

▪ Micrin, a product with a 15% alcoholic content, against Listerine's 25%, boasts a new germ killer called Dequalinium, which is supposed to provide longer-lasting protection against germs than Listerine and other brands.

J&J ad copy states that Micrin provides "12-hour protection against odor-breeding and disease germs." It goes on to claim that "leading mouthwashes and toothpastes are completely lacking in long-lasting action."

In news releases on the product introduction, the company goes farther in this comparison by claiming that the "old-fashioned oral antiseptics" provide "less than one-hour protection."

Micrin will be introduced nationally with page and half-page color ads in key metropolitan newspapers; a series of color pages in *Reader's Digest;* network tv time on two nighttime shows, "Laramie" (NBC-TV) and "Donna Reed Show" (ABC-TV); and participations in seven ABC-TV daytime programs.

▪ The *Reader's Digest* schedule will begin with the March issue. This will be the first oral antiseptic advertising to appear in the *Digest.*

Micrin is being marketed in an apothecary bottle designed by Donald Deskey Associates, New York. #

Modern Talking Picture Service distributes business-sponsored films — effectively, economically!

Your business film should receive professional distribution. 30 *Modern* film libraries in key cities throughout the United States provide a balanced network for this purpose.

Would your film benefit from Modern know-how? Ask for your free copy of "Opportunity for Sponsored Films" — 16 pages.

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

STRONG
Real Meat
STRONGHEART DOG FOOD
BUY STRONGHEART TODAY!

STRONG—*Doyle Packing Co., Chicago, has launched its 1961 ad campaign for Strongheart dog food with ads like this one in 82 newspapers in 15 midwestern and southwestern states. Lilienfeld & Co., Chicago, is the agency.*

Revolving Door Action Aplenty in Nation's Capital

(Continued from Page 3)

major cabinet appointments were already under way, and the selection of second and third level executives was in high gear:

• **Post Office:** Most of the top jobs reportedly are earmarked. Incoming Postmaster General J. Edward Day was at work here all week, filling top jobs and studying the Post Office operation. He was working from the offices of the Senate post office and civil service committee, and spending considerable time at the department.

In addition to William Brawley, top staff expert of the Senate post office committee, who is to be deputy postmaster general, the new top command reportedly will include Fred Belen, staff expert of the House post office committee as assistant postmaster general for operations, and Ralph W. Nicholson, vp and board member of Fuller & Smith & Ross, New York, as assistant postmaster general for finance.

• **Commerce Department:** Many Eisenhower executives have been asked to stay "a few more weeks" until their successors are picked. Among those who have been asked to remain for the time being will be Census' chief, Robert Burgess, and Carl F. Oeschle, assistant secretary for domestic affairs.

• **FCC:** Newton N. Minow, Chicago attorney, to replace temporary Commissioner Charles King, and to take over the chairmanship from Frederick Ford, a Republican. Commissioner Ford remains on FCC. Reports are circulated of other possible changes at FCC with at least one of the present commissioners moving to another agency.

• **FTC:** Earl Kintner remained in the chairmanship, awaiting a decision on FTC's future by the Kennedy job selection team. While his term officially expired Sept. 30, under FTC law he continues in the job until a successor qualifies. Meanwhile, President Eisenhower went through the formality of renewing his renomination of Mr. Kintner.

▪ On the basis of the selections which have been reported here, Mr. Day, who has been West Coast vp of Prudential Insurance Co., will be surrounded by experienced legislative experts when he takes over direction of the Post Office next week.

Both Mr. Brawley and Mr. Belen have had long experience in handling Post Office legislative problems, including rate legislation. Both have been in charge of investigating staffs which have dug carefully into postal operating and fiscal problems.

As assistant postmaster general for finance, Mr. Nicholson will be responsible for the department's accounting operations, including its method of determining the cost of rendering individual services. Among the responsibilities of his office is the preparation of recommendations for changes in rates.

▪ Born in Chicago and a graduate of the University of Chicago, he started out as an editor in the pr department of General Electric's industrial division (1936-'39). He then returned to his alma mater as a writer in the pr department for two years. From 1941 to 1946 he was in the Marine Corps, being discharged as a major.

He joined F&S&R in 1946 as an account executive. In 1950 he was appointed a vp on the Westinghouse account. In 1954 he became vp in charge of the research, media, art, copy and production departments. In 1955 he was appointed manager of the New York office, his present title, and also named to the board of directors.

He's a Democrat who has done a lot of work for the party. He is married, has no children and lives in New Rochelle.

▪ Meanwhile, a second member of the Eisenhower White House staff announced that he has taken a job in the field of advertising and communications.

Robert K. Gray, who has been secretary to the cabinet, has been elected vp in charge of the Washington office of Hill & Knowlton, pr organization, succeeding Avery McBee, who moves to New York after operating the office here since 1951.

Earlier, Presidential press secretary James Hagerty announced that he will become vp of ABC, in charge of news and public affairs. #

Guild Urges Ad Business Hire Agency, Manager

(Continued from Page 10)

paid for its work. It probably will not get commissions from the media, so it should be compensated on a fee or a cost plus basis, because if it's work done for nothing, it will not be as good as work done for pay.

▪ "Who the agency should be, I haven't the faintest notion, I just hope it's not ours. We would be glad to serve, but I would prefer to see someone else do it, if for no other reason than that I'm pushing the idea," Mr. Guild said.

"I'm well aware that there are all kinds of bugs in my suggestion and all kinds of problems involved . . . problems of jealousy, problems of stuffiness; problems of lack of interest in a project that is not necessarily directly concerned with our own business," he admitted.

Mr. Guild said that "certainly all of us could stand an assessment to pay for something so badly needed. And I am sure we would not be the only ones willing to contribute to this cause . . . Media and services would be happy to join us," he said. #

Smithers Names Hesselbart

V. L. Smithers Mfg. Co., Kent, O., manufacturer of Oasis absorbent foam material, has appointed Hesselbart & Mitten Advertising Agency, Akron, to handle its advertising.

Mazur Denies U.S. Is 'Smug, Purposeless'

Lehman Bros. Partner Also Tells NRMA Stores Need More Efficient Sell

NEW YORK, Jan. 12—"There is abroad in the land the tenet of a group of advocates who hold that we are a smug, affluent people spending too much of our substance on personal satisfactions, chrome, furs and gewgaws, and too little on these socially desirable needs which this group believes government monitors can select better than can all of us as individuals.

"This group, whose members downgrade American men and women as beer guzzling individuals, lacking purpose and ideals," said Paul Mazur, partner in Lehmen Bros., "seems to forget that as a nation we have given more of our material substance to more people, both friend and foe, than has any country in all of history.

"To indict us as a people who have abandoned high principles, and have discarded a former higher destiny, is to deny the facts and to pervert the truth," said Mr. Mazur, addressing the closing session of the 50th National Retail Merchants Assn. Convention tonight.

▪ NRMA President Alfred C. Thompson has proclaimed this golden anniversary year "National Retail Merchants Year" which will be reflected through public relations task forces in key cities.

First among the activities is National Retail Merchants Week, Jan. 30 to Feb. 4, during which department stores in several hundred cities are expected to participate in promotional programs. The Bureau of Advertising, American Newspaper Publishers Assn., and the Television Bureau of Advertising are participating in the event.

BofA has issued a promotion kit with suggested ads for use of supporting newspapers. Primary object of the week will be to enhance the image of retailing in the public mind and describe the role of retailing in community life.

▪ In his address, Mr. Mazur predicted a huge consumer's market for the 1960s due to increased population and household expansions, and said that "the problems of retailers will relate to the successful struggle for major or minor segments of this purchasing power." Better and more efficient selling "will unquestionably" develop if the department store is to win and hold its share of disposable income, he said.

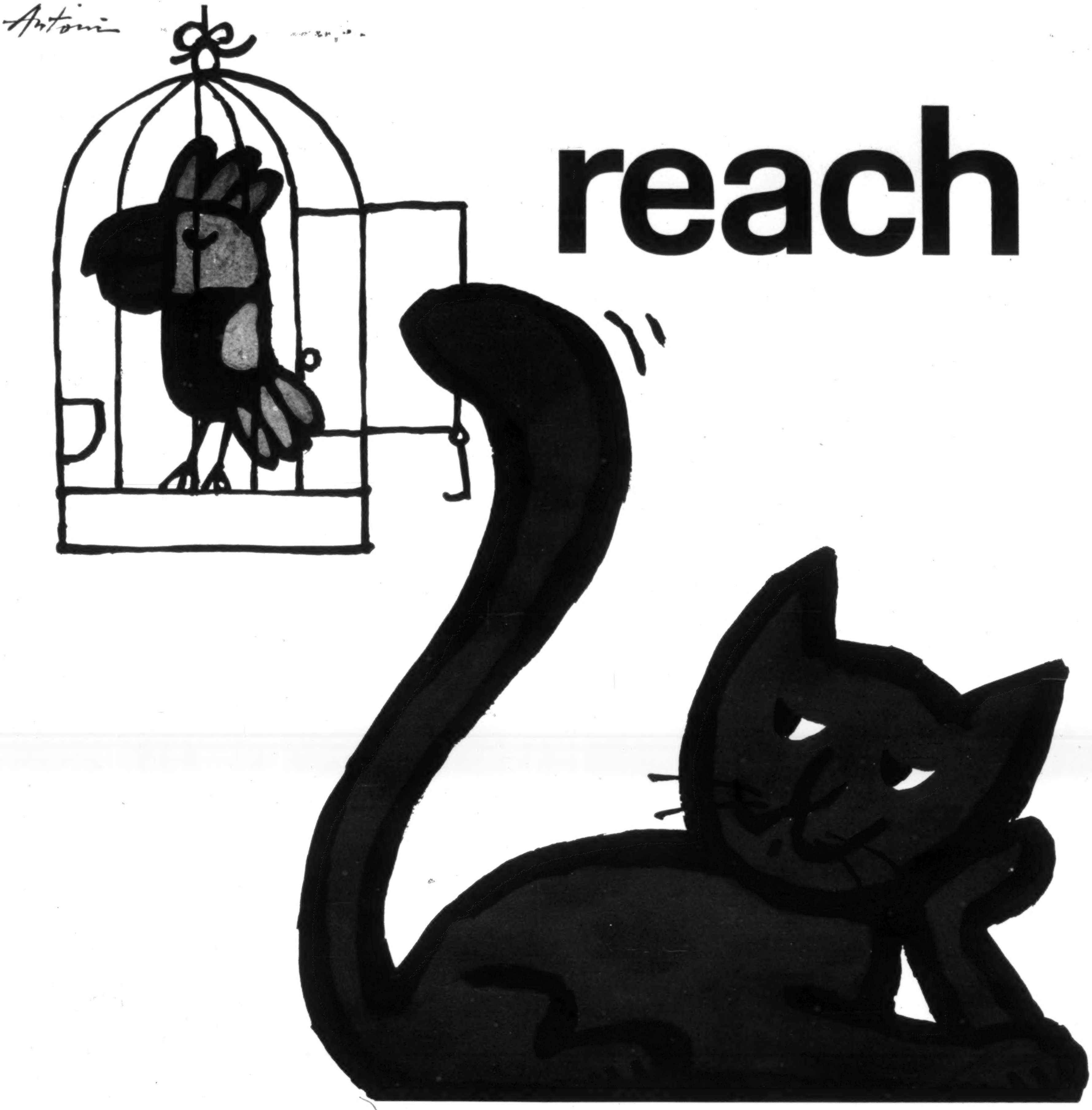
▪ A packaging man from Sears, Roebuck & Co. told a management and merchandising session that "packaging has turned out to be one of our most important aids to better describe, to enhance and to sell our products."

Donald J. Leeker, manager, development and design division, said the trend is unmistakably toward convenience shopping.

Discussing the role of packaging in visual merchandising at Sears, Mr. Leeker continued:

"Simply stated, it is this: No item of merchandise is considered marketable unless it is properly identified. This means that the item itself must bear its own identification along with sufficient information in order to let the customer complete her selection." #

reach



Be cagey, advertisers—reach the biggest weekly magazine audience in history. Reach quality too—more families earning $7000 a year and over read LIFE than any other weekly or bi-weekly magazine.

ADVERTISED IN
LIFE

IT PAYS TO SELL WITH "ADVERTISED IN LIFE"

1961 #1

McCall's circulation, effective July 1961, will be 6,700,000. Actually this average was exceeded for the last quarter of 1960, with a high of more than 7 million copies in December. It is the first women's magazine ever to reach a total of 7 million copies for any issue. McCall's was first in circulation gains in 1960—an average gain of 775,000 copies per issue.

McCall's: First among women's magazines in size and extent of advertising gains in 1960; first in advertising linage; first in advertising revenue.

McCall's: First among women's magazines in editorial four color; first in editorial service linage; first in total editorial linage. Also, first in amount of editorial text, and first in amount of illustration.

McCall's: First among women's magazines to eliminate charge to advertisers for bleed pages.

McCall's enters 1961 carrying the largest advertising revenue ever recorded in the women's field for a January issue—76% more advertising revenue than January 1960, 31.6% more advertising linage than January 1960. It represents also the largest editorial linage of any January issue, ever, in the field.

In 1961 McCall's will publish more major books than any other women's magazine. In 1961 McCall's will publish editorially more food, fashion, beauty, decorating and other service linage, and more general editorial linage than any other women's magazine.

In establishing its leadership, McCall's has had only this formula: for the best results, simply produce the best magazine. Its management specifies and promises that, for readers and advertisers alike, it will be in 1961 a better magazine than in 1960.

McCall's
First Magazine for Women

McCall's
"Who to Who"—complete
BEWITCHING SHORT NOVEL
by Garson Kanin
"I took a good look
at myself—and this
is what I saw..
I'm no actor"
BY GARY COOPER
Will anybody dare
to believe the fantastic
HOROSCOPES FOR 1961?
FABULOUS ROOMS
to make children sit up
and take notice
Diet dinners,
birthday cakes, canned
goods, and hamburger
NEW HAIRDOS that do what
the old ones don't AND
THE NEW DRESSES that
everybody will be
wearing soon enough
At last—I have a son!
BY THE SHAH OF IRAN